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SALES & MARKETING MANAGEMENT

NOVEMBER 13, 1989 □ A BILL PUBLICATION □ THIRTY-FIVE DOLLARS

1989 SURVEY OF BUYING POWER: PART II

SECTION I: USER'S GUIDE AND HIGHLIGHTS

SECTION II: TV MARKET PROFILES

SECTION III: NEWSPAPER MARKET PROFILES

SECTION IV: 1993 METRO MARKET PROJECTIONS

SECTION V: MERCHANDISE LINE SALES

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SALES & MARKETING MANAGEMENT

1989 SURVEY OF BUYING POWER-PART II

NOVEMBER 13, 1989

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SECTION 1

USER'S GUIDE AND HIGHLIGHTS

A USER'S GUIDE TO THE SURVEY OF BUYING POWER-PART II

This companion volume to our annual *Survey of Buying Power* provides marketers with data for alternative geographies like TV Markets and Newspaper Markets, as well as five-year metro market projections and merchandise line sales data.

HOW THE GUIDE IS ORGANIZED

The *Survey of Buying Power-Part II* is divided into five distinct segments, with each of the four data sections representing a necessary "second step" in the marketing process. The statistics provide information essential to forecasting and long-range planning, selecting print and broadcast media for advertising, and gauging sales potential for specific product lines. To acquaint yourself with this issue, locate the section that deals with your particular needs and take a minute to read through the outlined procedures.

I. User's Guide and Highlights
II. TV Market Profiles (ADIs)
III. Newspaper Market Profiles
IV. Metro Market Projections
V. Merchandise Line Sales

The following explanations of each section will provide you with a better understanding of how these statistics can be used to fine-tune your marketing efforts, and the examples will help you get started toward generating the information and answers you require.

TV MARKET PROFILES

The metropolitan markets that form the basic geographic framework for the August *Survey of Buying Power* are defined according to Census Bureau criteria that look at the population and/or urbanization level of each of the nation's 3,138 counties. In all cases, metro markets are comprised of either a single (core) county, or a core county and any adjacent counties that have "a high degree of economic and social integration with that nucleus," according to the Bureau.

TV markets, or ADIs (Areas of Dominant Influence), on the other hand, are based on the more nebulous reach of broadcast signal, which means that they're sometimes made up of portions of counties rather than whole county units. Definitions for ADIs are produced by Arbitron, the Control Data subsidiary responsible for generating ratings for broadcast media, and as a rule ADIs are generally larger than their metro-area counterparts. The New York ADI, for example, is comprised of 29 counties or portions of counties, while the New York metropolitan area is made up just 8 counties. Because of this larger scale, there are only 209 ADIs as opposed to 319 metropolitan markets.

One of the most commonly used measures of ADI potential is total population, which basically tells you how many people you'll be reaching with your TV or radio ad message. However, by utilizing the ADI data in *SBP-II*, you can further refine your choice of markets using such indicators as the ADI's share of total U.S. retail sales—data that reveal that population and spending don't always go hand in hand, as we see from this list of six similarly sized markets.

ADI	Population (Thous.)	% of U.S. Retail Sales
Fresno-Visalia	1,278.6	0.42%
Mobile-Pensacola	1,275.3	0.46
Flint-Saginaw-Bay City	1,266.2	0.49
Little Rock	1,255.1	0.43
Richmond	1,226.3	0.52
Jacksonville	1,226.0	0.47

What we discover through this kind of analysis is that Fresno, the largest of the six ADIs charted, has the *smallest* retail sales ratio, while two markets with virtually the same population (Richmond and Jacksonville) possess markedly different retail sales ratios. Armed with these additional insights into the comparative appeal of these markets, ad dollars can now be allocated according to the relative strength of local retail spending rather than population alone. Using this kind of measure, Richmond and Jacksonville would receive a larger share of the ad budget than that indicated by their total population, whereas just the opposite would be true for Mobile and Fresno.

Another piece of the Survey's TV-market data that can help make ad campaigns more cost-effective is that concerning an area's racial and ethnic mix. For companies targeting black consumers, for example, a bit of quick arithmetic reveals that the 15 ADIs with black populations of 500,000 or more are home to nearly half (49.7%) of the nation's 30.6 million blacks but only 33.2% of the population as a whole. With this kind of market concentration attainable by targeting only 15 out of 209 ADIs, it's easy to see just how much time and money can be saved by eliminating unnecessary coverage.

NEWSPAPER MARKET PROFILES

Once your salespeople have been deployed in your targeted markets, it's time to address the issue of advertising support. Decisions on outlays and coverage are generally based on cost-per-thousand figures and audience demographics, but for those who want to budget more efficiently, other factors should also be utilized.

Print media are commonly bought in clusters—either the top 25 or top 50 markets, for example—and these determinations are usually based on population or household rankings. However, this method of selection overlooks a number of secondary factors, specifically those dealing with channels of distribution—the store type most commonly associated with your particular product. For example, retail sales data from the Survey's Newspaper Market Profiles in Section III reveal some interesting differences between markets that have similar population and household profiles, information that

SURVEY HIGHLIGHT

Tomorrow's Biggest Markets: The 50 Largest Metros in 1993

METRO	PROJECTED 1993 POP. (THOUS.)	PROJECTED % CHANGE 1988-93
Los Angeles-Long Beach	9,441.1	+ 8.5%
New York	8,765.1	+ 2.2
Chicago	6,253.6	+ 0.8
Philadelphia	5,013.3	+ 2.1
Detroit	4,386.0	− 0.2
Washington, DC	4,008.5	+ 7.5
Boston-Lawrence-Salem-Lowell-Brockton	3,766.1	+ 1.1
Houston	3,422.5	+ 7.1
Atlanta	3,086.5	+11.6
Dallas	2,757.4	+11.4
Nassau-Suffolk	2,711.0	+ 1.6
San Diego	2,690.1	+12.9
Riverside-San Bernardino	2,672.2	+16.8
St. Louis	2,534.7	+ 2.1
Minneapolis-St. Paul	2,507.7	+ 5.5
Anaheim-Santa Ana	2,477.1	+ 8.9
Baltimore	2,456.9	+ 3.8
Phoenix	2,385.3	+15.9
Tampa-St. Petersburg-Clearwater	2,270.0	+11.7
Oakland	2,145.9	+ 6.8
Pittsburgh	2,060.0	− 2.3
Miami-Hialeah	1,987.0	+ 7.4
Seattle	1,975.3	+ 7.2
Newark	1,917.7	+ 0.8
Cleveland	1,824.6	− 1.6
Denver	1,823.4	+ 8.2
San Francisco	1,673.3	+ 4.2
Kansas City, MO-KS	1,637.8	+ 4.5
Sacramento	1,568.2	+12.2
San Jose	1,518.0	+ 5.6
Norfolk-Virginia Beach-Newport News	1,476.9	+ 7.6
Cincinnati	1,460.5	+ 1.2
Fort Worth-Arlington	1,458.5	+14.1
San Antonio	1,424.2	+ 9.7
Milwaukee	1,396.3	− 0.4
Columbus, OH	1,379.0	+ 3.3
New Orleans	1,348.8	+ 1.8
Fort Lauderdale-Hollywood-Pompano Beach	1,330.6	+ 9.6
Bergen-Passaic	1,299.8	+ 0.3
Indianapolis	1,278.6	+ 2.8
Portland	1,212.9	+ 2.8
Charlotte-Gastonia-Rock Hill, NC-SC	1,193.1	+ 7.2
Hartford-New Britain-Middletown-Bristol	1,153.1	+ 3.2
Orlando	1,151.3	+16.3
Salt Lake City-Ogden	1,143.2	+ 7.0
Monmouth-Ocean	1,068.0	+ 8.2
Nashville	1,063.9	+ 8.0
Oklahoma City	1,045.8	+ 6.3
Middlesex-Somerset-Hunterdon	1,034.7	+ 5.7
Jacksonville, FL	1,021.3	+11.3

SOURCE: *Sales & Marketing Management, 1989 Survey of Buying Power-Part II.*

may affect the way your ad dollars are eventually allocated.

In this case let's look at three newspaper markets with similar household counts—Charlotte-Gastonia-Rock Hill, NC-SC, Milwaukee, WI, and Cincinnati, OH. According to the household rankings, these markets chart 31st, 32nd, and 33rd nationwide, and this being the case, one might assume they deserve roughly equal coverage in terms of ad support. However, if your product is being sold through department stores or other general merchandise-type outlets, you may find the following retail sales data to be a bit of an eye-opener.

Newspaper Mkt.	Households (Thous.)	GM Sales ($000)
Charlotte	539.3	$1,075,986
Milwaukee	537.5	1,307,347
Cincinnati	535.5	1,506,115

When general merchandise sales are charted alongside total households, we can easily see that these markets are not quite as similar as they might seem. The fact that Cincinnati's sales in this category exceed those of Milwaukee by nearly $200 million indicates that the allocation of ad dollars should be heavier in Cincinnati, even though this market has fewer households overall. On the other hand, the Charlottte market's 539,300 households spend far fewer of their disposable dollars in this category than the people in either Milwaukee or Cincinnati, and with this information as a guide, adjustments to coverages can be made that reflect these differing ratios.

Change in Income Definitions!

In an effort to make Effective Buying Income a more reliable and useful marketing tool—and also to more accurately reflect the actual cash income available to consumers—a major reclassification of EBI has been undertaken in this year's *Survey of Buying Power* and *Survey of Buying Power-Part II.* In addition to the standard deductions made in previous years, three new items have also been excluded from this year's definition of EBI. These items—and the resulting changes in income-related statistics—are detailed in the Definition of Terms under "Effective Buying Income" on page 18.

SURVEY HIGHLIGHT

Tomorrow's Wealthiest Metros: Average Household EBI in 1993

METRO	1993 AVERAGE HSHLD. EBI	METRO	1993 AVERAGE HSHLD. EBI
Bridgeport-Stamford-Norwalk-Danbury, CT	$78,675	Santa Barbara-Santa Maria-Lompoc, CA	$55,630
Middlesex-Somerset-Hunterdon, NJ	72,197	Minneapolis-St. Paul, MN	55,610
Nassau-Suffolk, NY	72,038	Santa Cruz, CA	55,496
San Jose, CA	71,105	Poughkeepsie, NY	55,284
Bergen-Passaic, NJ	70,691	New London-Norwich, CT	55,187
Trenton, NJ	69,303	Santa Rosa-Petaluma, CA	55,178
Lake County, IL	67,650	Brazoria, TX	54,705
Washington, DC	67,178	Wilmington, DE	54,172
Newark, NJ	65,449	Midland, TX	54,061
Anaheim-Santa Ana, CA	65,035	Worcester-Fitchburg-Leominster, MA	53,720
Oxnard-Ventura, CA	64,305	Chicago, IL	53,650
San Francisco, CA	63,809	Aurora-Elgin, IL	53,438
Monmouth-Ocean, NJ	62,891	Salinas-Seaside-Monterey, CA	53,340
Manchester-Nashua, NH	62,700	Rochester, MN	53,333
Boston-Lawrence-Salem-Lowell-Brockton, MA	61,981	West Palm Beach-Boca Raton-Delray Beach, FL	53,317
Oakland, CA	61,180	Joliet, IL	53,305
Honolulu, HI	60,618	Richland-Kennewick-Pasco, WA	53,185
Hartford-New Britain-Middletown-Bristol, CT	60,302	Philadelphia, PA	53,112
Kenosha, WI	59,098	Vallejo-Fairfield-Napa, CA	52,166
Anchorage, AK	58,954	Richmond-Petersburg, VA	51,879
New Haven-Waterbury-Meriden, CT	58,470	Sacramento, CA	51,706
San Diego, CA	57,584	Burlington, VT	51,663
Portsmouth-Dover-Rochester, NH	57,506	Peoria, IL	51,526
Seattle, WA	56,845	Omaha, NE	51,492
Los Angeles-Long Beach, CA	56,607	Atlanta, GA	51,218
		1993 U.S. AVERAGE	**$46,997**

SOURCE: Sales & Marketing Management; *1989 Survey of Buying Power-Part II.*

METRO MARKET PROJECTIONS

Savvy marketers make it their business to stay one step ahead of change, and one way they do this is by knowing what lies ahead in terms of a market's growth. To help piece together a reliable picture of the future, the *Survey of Buying Power-Part II* includes five-year projections of population, income, retail sales, and the Buying Power Index for metros and their component counties, information that can be used in a number of different ways to help planners uncover areas of emerging opportunity.

Perhaps the simplest way to utilize projections is to analyze your sales coverage in markets with the highest projected population growth. By doing this, you can make sure you're in a position to take advantage of this growth by expanding your sales efforts accordingly over the next few years. Conversely, by looking at areas where projected gains are lower than the U.S. average, you can institute cutbacks in those markets that will comprise a dwindling share of U.S. potential in upcoming years.

In addition to population-based planning, household income projections can also provide a key indicator of future sales potential, since this figure underscores an area's buying power. Income data from the *SBP-II* show current average household Effective Buying Income (roughly equivalent to disposable or after-tax income) as well as a five-year projection for all metro areas and their component counties. By calculating the percentage of change between these two figures, you can easily find out which markets will enjoy the fastest growth in their relative affluence over the next five years. As an illustration of how this information can be used in sales planning, let's look at the nation's 10 largest metros and their projected income growth between 1988 and 1993.

Metro	Avg. Hshld. EBI 1988	Avg. Hshld. EBI 1993	% Change 1988-93
Los Angeles	$40,961	$56,607	38.2%
New York	34,954	47,775	36.7
Chicago	37,844	53,650	41.8
Philadelphia	37,692	53,112	40.9
Detroit	34,932	50,256	43.9
Washington	48,038	67,178	39.8
Boston	44,446	61,981	39.5
Houston	33,705	48,016	42.5
Atlanta	36,639	51,218	39.8
Nassau-Suffolk	52,748	72,038	36.6
U.S. Average	**$33,198**	**$46,997**	**41.6%**

As we can see, only three of these metros are projected to post income growth rates higher than that for the nation as a whole, while the other seven will grow more slowly. With this kind of information in hand, adjustments can be made to your marketing plan that take these changes into account, allowing you to increase your marketing efforts proportionately in those markets where income growth will be above average. Of course, this is not to say that other markets should be ignored simply because they're projected to increase at less than the national average, but as an indicator of relative change, these data will help you produce a ranking of markets that shows you which offer the best potential in terms of increased consumer spending power.

Taking this example one step further, we can then construct an Income Growth Index (IGI) that shows the relative position of markets in terms of their projected income growth. This is done by simply dividing a metro's percent change figure by the comparable U.S. average. In this example, two different metros with virtually identical 1988 average household income figures turn out to have markedly different IGIs:

Metro	1988 Income	% Change 1988-93	IG Index
Denver	$33,898	45.5%	109
Lancaster	33,808	40.4	97

Here we see that Denver is projected to have higher income growth than the nation as a whole over the next five years, since its percentage change figure is above the U.S. average of 41.6% (or 100 on the Income Growth Index scale). And even though the two metros are starting from roughly the same point in terms of current income, their projected rates of increase show a wide variance, with Lancaster posting a five-year gain that is roughly 3% lower than the national average (97 vs. 100) and 12% lower than that projected for Denver (97 vs. 109), as the IGI clearly shows.

Similar calculations can also be performed using either total retail sales data (another of the basic components in the Survey's projections) or the five-year change in the Buying Power Index (BPI), which shows each market's share of potential U.S. purchasing power. The BPI is often used to chart area activity relative to other markets or to the U.S. as a whole, and for more information on how this figure is calculated, turn to the Definition of Terms in this section or to the Survey Highlight entitled "How to Construct a Custom BPI" on page 13.

MERCHANDISE LINE SALES

The data in this section pertain to the dollars spent on specific products purchased from a wide variety of retail sources. These figures are markedly different from those for retail sales by store group, which show sales for a particular type of store rather than a product category sold within that store.

The distinction is an important one, because in today's changing retail environment, cross-merchandising has become the rule rather than the exception. With retailers taking on more and more nontraditional product lines, this means that store groups have less correlation with the particular product category historically associated with them (i.e., food stores are selling a lot more than just groceries).

Because merchandise line sales figures are based on a single product category, they tend to provide a more accurate indication of a product's market potential than store group totals, which are not product-specific. Using food stores as an example, sales for this category totaled $337 billion in 1988, while purchases of groceries and other foods came to $279.4 billion.

The difference between these two figures may not seem significant at the national level, but it can be critical—or even misleading—when applied to individual metro markets. Suffice it to say that the more precise information a marketer has for estimating individual product potential, the more reliable the calculations of his own sales potential will be, which translates to more equitable quotas for the sales force.

For example, if we look at food store and grocery sales for three different markets, we see that not all metros possess the same ratio of merchandise-line-to-store-group (ML/SG) sales.

Metro	Food Stores ($ Mil.)	Groceries ($ Mil.)	ML/SG Ratio
Santa Cruz	$314.9	$260.2	82.6%
Montgomery	314.7	263.2	83.6
Fayetteville	314.6	214.8	68.3

Even though the difference between food store sales in these markets is less than 1%, the share of sales accounted for by groceries varies widely, particularly in the case of Fayetteville. Here, a marketer of groceries and other food products might seriously overestimate Fayetteville's potential by looking only at food store sales—while at the same time underestimating Montgomery's share of the market. By charting grocery sales rather than food store

SURVEY HIGHLIGHT

Tomorrow's Fastest-Growing Markets: Population Growth Rates, 1988-93

METRO	% GROWTH 1988-93	1993 POPULATION
Naples, FL	17.1%	155,900
Ocala, FL	17.1	222,200
Fort Myers-Cape Coral, FL	16.8	358,800
Riverside-San Bernardino, CA	16.8	2,672,200
Fort Pierce, FL	16.7	265,500
West Palm Beach-Boca Raton-Delray Beach, FL	16.4	972,700
Melbourne-Titusville-Palm Bay, FL	16.3	452,400
Orlando, FL	16.3	1,151,300
Austin, TX	16.2	867,300
Fort Walton Beach, FL	16.0	178,800
Las Vegas, NV	16.0	745,000
Phoenix, AZ	15.9	2,385,300
Las Cruces, NM	15.8	151,100
Stockton, CA	15.7	540,600
McAllen-Edinburg-Mission, TX	15.6	435,300
Midland, TX	15.6	130,000
Panama City, FL	15.6	153,300
Daytona Beach, FL	14.3	395,300
Fort Worth-Arlington, TX	14.1	1,458,500
Merced, CA	13.3	198,200
Bryan-College Station, TX	13.2	141,400
Colorado Springs, CO	13.0	451,900
San Diego, CA	12.9	2,690,100
Bakersfield, CA	12.7	585,400
Modesto, CA	12.7	385,700
Sarasota, FL	12.7	294,700
U.S. AVERAGE	**4.6%**	**259,268,500**

SOURCE: *Sales & Marketing Management; 1989 Survey of Buying Power-Part II.*

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JANUARY CLOSING DECEMBER 7, 1989

SURVEY HIGHLIGHT

The Top 25 Newspaper Markets in Household Coverage

RANK	S&MM NEWSPAPER MARKET	% HSHLD. COVERAGE	HOUSEHOLDS (THOUS.)
1.	Trenton, NJ	84.0%	119.6
2.	Scranton-Wilkes-Barre, PA	76.4	240.6
3.	Hagerstown, MD	73.9	42.1
4.	Anchorage, AK	73.2	116.5
5.	Burlington, NC	71.2	40.7
6.	Milwaukee, WI	70.5	537.5
7.	Kansas City, MO-KS	70.2	636.3
8.	Findlay, OH	69.9	25.2
8.	Williamsport, PA	69.9	44.4
9.	Detroit, MI	69.4	1,980.0
10.	Hartford-New Britain-Middletown-Bristol, CT	68.0	416.9
11.	Lorain-Elyria, OH	67.8	97.2
12.	York, PA	67.6	128.2
13.	Glens Falls, NY	67.3	40.5
14.	Boston-Lawrence-Salem-Lowell-Brockton, MA	67.1	1,579.3
14.	St. Joseph, MO	67.1	78.8
15.	Washington, DC	66.8	1,468.4
16.	Colorado Springs, CO	66.6	154.5
17.	Erie, PA	65.4	104.2
18.	Albany-Schenectady-Troy, NY	64.8	319.3
19.	Buffalo, NY	64.6	454.7
20.	Anderson, IN	64.4	49.2
20.	Harrisonburg, VA	64.4	40.0
21.	Mansfield, OH	64.3	46.9
22.	Springfield, IL	63.9	85.2
22.	Youngstown-Warren, OH	63.9	191.3
23.	Jackson, MI	63.8	52.8
24.	Syracuse, NY	63.6	265.9
24.	Kenosha, WI	63.6	44.5
25.	Lancaster, PA	63.5	149.3
25.	Seattle, WA	63.5	777.0

Notes: Individual newspaper circulation totals for the component counties in each S&MM Newspaper Market are added together and expressed as a **% of Household Coverage**. The **Households** figure shows the total number of households (in thousands) for each market.

SOURCE: *Sales & Marketing Management; 1989 Survey of Buying Power-Part II.*

sales—and constructing a sales ratio for each targeted market—a more realistic picture of sales potential emerges that reflects the actual sales for the merchandise line.

Another example of the sharper insights that can be gained from looking at merchandise line sales is shown by the following analysis of five markets that have nearly identical levels of furniture/home furnishing/appliance store sales but different levels of major household appliance sales (just one of the many merchandise lines sold through this channel of distribution).

Metro	F/H/A Stores ($ Mil.)	Major Hshld. Appliances ($ Mil.)
Jacksonville	$50.9	$11.4
Bloomington	50.8	8.8
Racine	50.6	13.1
Altoona	50.5	11.5
Decatur	50.5	13.5

As we can see from these figures, the 53.4% difference between major household appliance sales in Decatur and Bloomington presents a far different picture of these markets than does

SURVEY HIGHLIGHT

The Rise and Fall of State Buying Power, 1988-93:

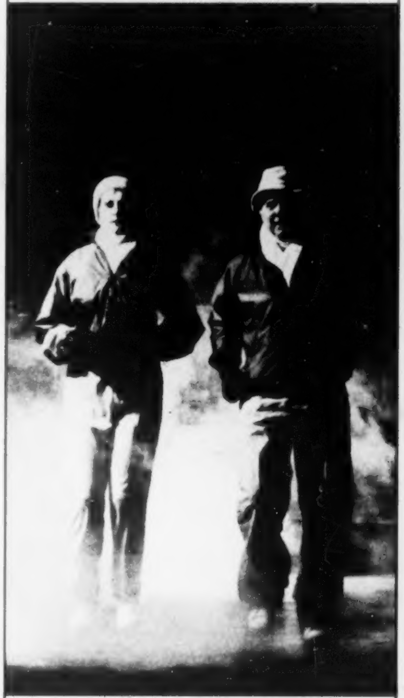
The Gainers . . .

State	1988 BPI	1993 BPI	NET GAIN
Florida	5.3053	5.6658	+ .3605
California	12.8435	13.0695	+ .2260
Texas	6.3730	6.5086	+ .1356
Arizona	1.3867	1.4937	+ .1070
Georgia	2.4738	2.5405	+ .0667
Virginia	2.6098	2.6755	+ .0657
North Carolina	2.4314	2.4906	+ .0592
Colorado	1.3262	1.3661	+ .0399
Nevada	.4615	.5008	+ .0393
South Carolina	1.2138	1.2485	+ .0347
New Hampshire	.5436	.5699	+ .0263
Washington	1.9270	1.9528	+ .0258
Tennessee	1.7876	1.8132	+ .0256
Utah	.5537	.5766	+ .0229
Oregon	1.0531	1.0688	+ .0157
Kentucky	1.3196	1.3337	+ .0141
Alaska	.2411	.2530	+ .0119
New Mexico	.5083	.5201	+ .0118
Hawaii	.4656	.4743	+ .0087
Minnesota	1.8010	1.8093	+ .0083
Mississippi	.8115	.8183	+ .0068
Maine	.4946	.5011	+ .0065
Vermont	.2323	.2352	+ .0029
Delaware	.2823	.2845	+ .0022
Alabama	1.3714	1.3720	+ .0006
Wyoming	.1672	.1676	+ .0004
Idaho	.3375	.3377	+ .0002

. . . and the Losers

State	1988 BPI	1993 BPI	NET LOSS
New York	7.6757	7.3303	- .3454
Pennsylvania	4.8067	4.6325	- .1742
Ohio	4.1417	4.0029	- .1388
Illinois	4.8154	4.6823	- .1331
Michigan	3.6626	3.5730	- .0896
Massachusetts	2.8710	2.7947	- .0763
New Jersey	3.8118	3.7562	- .0556
Iowa	1.0413	.9974	- .0439
Missouri	2.0026	1.9595	- .0431
Indiana	2.0861	2.0522	- .0339
Connecticut	1.6604	1.6292	- .0312
Wisconsin	1.9145	1.8857	- .0288
Kansas	.9762	.9554	- .0208
Oklahoma	1.1148	1.0941	- .0207
District of Columbia	.2670	.2498	- .0172
Maryland	2.1016	2.0871	- .0145
Nebraska	.6150	.6009	- .0141
Louisiana	1.4816	1.4703	- .0113
North Dakota	.2520	.2452	- .0068
Montana	.2812	.2745	- .0067
Arkansas	.7974	.7919	- .0055
South Dakota	.2541	.2486	- .0055
West Virginia	.6258	.6203	- .0055
Rhode Island	.4211	.4183	- .0028

SOURCE: Sales & Marketing Management; *1989 Survey of Buying Power-Part II.*



They're out for blood.

At first, it was only once a week. Then three times. Now they're out for blood every night.
And they're not alone. They're just two of the thousands of people all over the country who are finally starting to do something about the disease that kills almost 32,000 Americans every year—and afflicts another 38 million. It's high blood pressure.
And the beauty of it is that once you know you've got it, you can usually control it. By following your doctor's advice. By exercising regularly to control weight. By eating the right foods. By restricting your salt intake. And by sticking to your prescribed medication.
If you've got high blood pressure, talk to your doctor today about getting started on a program that will keep you out for blood. And in the running.

WE'RE FIGHTING FOR YOUR LIFE

American Heart Association

the more conservative 0.8% spread in their F/H/A store sales. For a marketer of refrigerators, air conditioners, or garbage disposals, this information could spell the difference between success and failure when approaching these markets. In addition, it also shows the relative importance (or lack thereof) of F/H/A stores in the overall mix of major household appliance sales, since more and more appliances are being purchased in other types of retail outlets such as department stores, discount stores, and variety stores.

Further refinement of these figures can be carried out by factoring in sales for other related merchandise lines, and if you happen to be selling furniture and sleep equipment, you may want to add a third column to these figures that shows sales in this category:

Metro	F/H/A Stores ($ Mil.)	Major Hshld. Appli. ($ Mil.)	Furn. & Sleep Equip. ($ Mil.)
Jacksonville	$50.9	$11.4	$27.2
Bloomington	50.8	8.8	19.1
Racine	50.6	13.1	19.9
Altoona	50.5	11.5	19.4
Decatur	50.5	13.5	18.6

Here, we see that furniture and sleep equipment sales account for a greater share of F/H/A store sales than household appliances, and in the case of Jacksonville and Bloomington, the figure is more than twice as high. By contextualizing this kind of sales information, a marketer can better evaluate a market before allocating salespeople and advertising expenditures to an area, fine-tuning the data to be sure that such investments are made equitably.

Let Us Hear From You

Many of the improvements and additions to S&MM's survey issues are a direct result of comments and suggestions we have received from our subscribers over the years. Such changes confirm *Sales & Marketing Management*'s commitment to provide our readers with the information they need to achieve greater sophistication and precision in analysis and planning.

Any questions, ideas, or suggestions you may have should be addressed to the Editorial Director for Surveys, *Sales & Marketing Management*, 633 Third Ave., New York, N.Y. 10017.

SURVEY HIGHLIGHT

Tomorrow's Negative-Growth Markets: Rates of Decline, 1988-93

METRO	% DECLINE 1988-93	1993 POPULATION
Kankakee, IL	−2.1%	99,200
Kokomo, IN	−2.1	99,900
Terre Haute, !N	−2.1	129,900
Pittsburgh, PA	−2.3	2,060,000
Anderson, IN	−2.4	128,000
Casper, WY	−2.4	64,800
Dubuque, IA	−2.4	88,600
Duluth, MN	−2.4	239,800
Great Falls, MT	−2.4	76,700
Peoria, IL	−2.4	340,900
Beaver County, PA	−2.5	187,200
Buffalo	−2.5	942,200
Davenport-Rock Island-Moline, IA-IL	−2.5	360,300
Decatur, IL	−2.5	121,600
Elmira, NY	−2.5	91,500
Enid, OK	−2.5	59,600
Eugene-Springfield, OR	−2.5	261,500
Flint, MI	−2.5	429,500
Muncie, IN	−2.5	117,900
Niagara Falls	−2.5	212,300
Sharon, PA	−2.5	121,600
Steubenville-Weirton, OH-WV	−2.5	147,300
Waterloo-Cedar Falls, IA	−2.5	145,200
Wheeling, WV	−2.5	171,200
Youngstown-Warren, OH	−2.5	495,800
U.S. AVERAGE	**+4.6%**	**259,268,500**

SOURCE: Sales & Marketing Management; *1989 Survey of Buying Power-Part II.*

SURVEY HIGHLIGHT

Kid Vid: TV Markets With The Most Children Aged 2 to 11

TV MARKET (ADI)	POPULATION AGED 2-11	% POP. AGED 2-11
New York	2,416,200	12.9%
Los Angeles	1,959,300	14.2
Chicago	1,258,300	14.7
Philadelphia	961,100	13.3
Boston	712,000	12.8
San Francisco	711,500	12.3
Detroit	699,400	15.0
Dallas-Fort Worth	677,000	15.0
Houston	634,000	16.1
Washington, DC	612,000	13.6
Atlanta	554,600	15.2
Cleveland	545,700	14.3
Minneapolis-St. Paul	516,800	14.6
Seattle-Tacoma	446,800	13.6
St. Louis	441,000	14.4
Salt Lake City	389,300	20.6
Pittsburgh	385,500	12.6
Denver	381,800	14.3
Phoenix	379,800	14.9
Sacramento-Stockton	378,600	14.1
Miami	349,900	11.1
Tampa-St. Petersburg	343,500	11.1
Indianapolis	343,500	15.0
Baltimore	335,100	13.2
San Diego	312,400	13.1
Hartford-New Haven	310,900	12.8

SOURCE: Sales & Marketing Management; *1989 Survey of Buying Power-Part II.*

SURVEY HIGHLIGHT

How to Construct a Custom BPI

Sales & Marketing Management's patented Buying Power Index, or BPI, has been a part of the *Survey of Buying Power* for more than 30 years, providing marketers with a standardized measurement of the relative buying power of states, metros, counties, and cities. The BPI listed in the Survey's data sections is a general indicator constructed from data on total population, total Effective Buying Income (EBI), and total retail sales—the three basic categories of statistics covered by the Survey.

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in the Survey's three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = **A**; Economic = **B**; and Distribution = **C**. Looking at each of these areas individually, here's how you might go about selecting them:

A: Demographic - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media-oriented (magazines, mail-order catalogues, etc.), you may want to use household counts as your demographic component.

B: Economic - The next step involves selecting the income group(s) best suited to your product. Here, the Survey offers you five basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of $35,000 and above.

C: Distribution - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

Step 1 - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (A-B-C). In this example, the Demographic component (**A**) would be calculated as follows:

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Next, using households with EBIs of $35,000 and above as the Economic factor (**B**), we compare the market with the appropriate U.S. total:

$$\frac{\text{Market's Hshlds. w/ EBIs \$35,000+}}{\text{U.S. Hshlds. w/ EBIs \$35,000+}} = Y\%$$

And finally, we calculate the Distribution component (**C**) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

$$\frac{\text{Market's Food Store Sales}}{\text{U.S. Food Store Sales}} = Z\%$$

Step 2 - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor **A** (Demographic) - .2 (20%)
Factor **B** (Economic) - .5 (50%)
Factor **C** (Distribution) - .3 (30%)

Step 3 - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

$$(.2 \times X\%) + (.5 \times Y\%) + (.3 \times Z\%) = \text{BPI}$$

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000)*.

Step 4 - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

***Note:** *If you're selling your product in a limited number of markets, you may want to substitute the combined total of these markets for the U.S. totals in your calculations. In such a case, your BPI of 100.0000 would represent the total of these markets only.*

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SAMPLE TABLES FROM THE SURVEY OF BUYING POWER-PART II

SECTION II
TV Market Profiles

S&MM ESTIMATES	POPULATION—12/31/88										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
ALABAMA													
ANNISTON	125.3	45.2	23.7	1.3	18.5	10.3	18.3	21.1	24.2	29.2	1,109,557	512,442	.0376
BIRMINGHAM	1,380.5	522.0	351.5	9.7	205.4	113.4	136.9	233.5	275.6	372.8	13,342,332	7,113,396	.4594

SECTION III
Newspaper Market Profiles

S&MM ESTIMATES	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% House-hold Cov.
ALABAMA										
ANNISTON (Calhoun) . . . Over 50%: Calhoun; 20 - 49%: Clay, Cleburne, Randolph.	172.4	62.5	1,468,270	656,219	135,949	82,348	30,670	160,652	31,574	49.2

SECTION IV
Metro Market Projections

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
								Average Household EBI				Retail Sales Per Household			
METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	1988	1993	1993 Total Retail Sales ($000)	% Change 1988-1993	1988	1993	1988	1993
ALABAMA															
ANNISTON	**125.3**	**127.5**	**1.8**	**47.3**	**4.6**	**1,673,231**	**50.6**	**24,548**	**35,375**	**693,038**	**35.2**	**11,337**	**14,653**	**.0376**	**.0363**
Calhoun	125.3	127.5	1.8	47.3	4.6	1,673,231	50.6	24,548	35,375	693,038	35.2	11,337	14,653	.0376	.0363

SECTION V
Merchandise Line Sales

S&MM ESTIMATES	GROCERIES & OTHER FOODS		DRUGS & HEALTH & BEAUTY AIDS		WOMEN'S & GIRLS' CLOTHING		MEN'S & BOYS' CLOTHING		FOOTWEAR		MAJOR HOUSEHOLD APPLIANCES		FURNITURE & SLEEP EQUIPMENT	
REGION State	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)	In ALL Stores ($000)	In F/H/A Stores ($000)
NEW ENGLAND	**16,120,869**	**17,820,121**	**2,402,738**	**2,380,864**	**3,579,829**	**2,802,875**	**2,998,367**	**1,261,486**	**1,814,322**	**1,090,280**	**1,162,489**	**837,489**	**2,870,838**	**1,700,579**
Connecticut	4,471,508	4,316,278	668,203	512,134	1,526,893	827,256	790,081	374,477	436,904	341,136	317,375	193,575	574,028	466,861
Maine	1,586,694	1,327,958	224,354	153,439	323,298	132,645	240,865	95,877	135,082	64,549	88,954	36,454	101,570	77,934

DEFINITION OF TERMS IN THE SURVEY OF BUYING POWER-PART II

ADI - AREA OF DOMINANT INFLUENCE: This is the formal term for what is more commonly known as a TV or broadcast market. Definitions for ADIs are supplied by Arbitron, the Control Data subsidiary that generates ratings for broadcast programming. Basically, ADIs are selected by totaling the viewer hours of TV stations whose signals reach a particular county, with total hours then converted to a percentage share of all viewing hours. The name of an ADI is assigned according to the market of origin of the station(s) with the largest share of viewer hours, and all counties whose largest viewer share is given to stations in that same market of origin are grouped together under that particular ADI.

NOTE: Because of the more nebulous reach of broadcast signals, ADIs don't always conform to whole-county geography like metro markets or newspaper markets. In certain cases, Arbitron splits counties, treating each portion as if it were a separate county. Each county, or portion thereof, is allocated exclusively to a single ADI, thus eliminating any geographic overlap. ADI data in the *Survey of Buying Power-Part II* cover all U.S. states, with the exception of Alaska and Hawaii.

AGE GROUPS OF POPULATION: (See Population by Age Group).

APPAREL STORES: The Regional and State Summaries of Merchandise Line Sales on page 108 show sales for seven different merchandise lines. For three of these categories — Women's & Girls' Clothing; Men's & Boys' Clothing; and Footwear — sales are broken out for All Stores and also for Apparel Stores (the major channel of distribution for these merchandise lines). Apparel Stores include establishments primarily engaged in selling new clothing; shoes; hats; underwear; and related articles. They also encompass children's and infants' wear stores; bridal shops; furriers; handbag stores; lingerie stores; custom tailors; and sports apparel stores.

AUDIO EQUIPMENT, MUSICAL INSTRUMENT, AND SUPPLY SALES: One of three new Merchandise Line Sales ranking tables included in Section V of this year's *SBP-II*, this category includes sales of radios; record players; tape recorders; components; and parts & accessories, as well as tapes; records; compact discs; sheet music; and all types of musical instruments. (See Merchandise Line Sales.)

AUTOMOTIVE DEALERS: Sales for this store group are listed in the Newspaper Market Profiles in Section III.

Dollar totals for Automotive Dealers include sales for a wide variety of related store types, headed by retail outlets selling automobiles — new and used, domestic and imported. In addition, sales for auto and home supply stores (tire dealers and parts & accessories stores); boat dealers; recreational vehicle dealers; motorcycle dealers; and miscellaneous automotive dealers selling aircraft, dune buggies, snowmobiles, and utility trailers are also included. (See Retail Sales by Store Group.)

AVERAGE HOUSEHOLD EBI: This figure from the Metro Market Projections in Section IV shows current (1988) and projected (1993) Effective Buying Income on a per-household basis for all metro markets and their component counties. Average Household EBI is calculated by dividing the total number of households into total EBI for a given geographic area.

This figure is markedly different than the Median Household EBI figure reported in the August *Survey of Buying Power*. Because total EBI includes incomes of college, military, and other institutional-style populations housed in group quarters not considered households, a per-household average credits households with income from these groups that is not really theirs. (See Effective Buying Income.)

NOTE: Because of certain changes in the definition of Effective Buying Income, users of this year's *SBP-II* are advised to read the note contained under the definition of Effective Buying Income in this section.

BLACK POPULATION: These figures in the TV Market Profiles (Section II) are updated from the 1980 Census of Population and Housing. Basically, they constitute a head-count estimate of persons who consider themselves members of the black race and who lived in an ADI at the end of that year. Estimated totals are as of 12/31/88.

BUYING POWER INDEX (BPI): A weighted index that converts the Survey's three basic elements — population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor) — into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (U.S. = 100.0000). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, county, newspaper market, or TV market (ADI). The BPI is one of the Survey's most important measures, used to estimate potential for mass-marketed items sold at popular prices.

NOTE: The farther a product is removed from the mass market, the greater the need for a "custom" BPI calculated by using more finely tuned demographic, economic, and distribution-related factors. A more in-depth discussion of how to calculate a custom BPI can be found in the Survey Highlights in Section I.

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA): The largest of the government's three-tiered classification of metro markets, a CMSA is a large "megalopolitan" area made up of two or more component Primary Metropolitan Statistical Areas, or PMSAs.

Although the *Survey of Buying Power-Part II* reports aggregate statistics for CMSAs in Section IV (Metro Market Projections), such markets are not included in the Merchandise Line Sales rankings for metro markets in Section V, since CMSAs are made up of groups of existing metros (PMSAs) rather than counties. (See Metropolitan Statistical Area and Primary Metropolitan Statistical Area.)

COUNTY: The primary political administrative subdivision of a state, counties are widely used by marketers since 1) the most current available data below the state level is that reported for counties; 2) county boundaries are rarely altered; 3) complete national coverage can be achieved by aggregating all counties; 4) the nation's 3,138 county units provide the most easily manageable building blocks for designing sales territories; and 5) county boundaries are readily identifiable for mapping purposes.

The Metro Market Projections in Section IV of the *Survey of Buying Power-Part II* follow county boundaries as defined by the 1980 Census of Population, with the following exceptions: Cibola County, NM, was created from a portion of Valencia County in 1981; La Paz County, AZ, was created from a portion of Yuma County in 1982; Northwest Arctic Borough, AK, replaced the Kobuk Census Area in 1986; and Aleutians East Borough, AK, was created from parts of the Dillingham and Alleutian Islands Census Areas in 1987.

NOTE: In the state of Louisiana, parishes are used in lieu of counties, and in Alaska, census areas and boroughs are utilized. The District of Columbia (Washington, DC) is treated as a single county, and in the state of Virginia, all cities are by law independent of counties, with the Survey treating them as separate county units. In addition, the cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are considered independent cities.

DRUG AND HEALTH & BEAUTY AID SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking in Section V.

This category includes sales of proprietary drugs, health aids, cosmetics, and other personal hygiene products, and should not be confused with sales for Drugstores, which pertain to *all* types of merchandise sold within that particular store group. (See Merchandise Line Sales.)

DRUGSTORES: This store group category is found in two different sections of the Survey; the Newspaper Market Profiles (Section III) and the Regional and State Summaries of Merchandise Line Sales (Section V).

In Section III, total sales for this store group are shown for each of the nation's 320 newspaper markets, with drugstores defined as establishments engaged in the retail sale of prescription drugs, proprietary drugs, and nonprescription medicines, in addition to a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise.

In Section V, Drugstores are listed as the major channel of distribution for Drugs and Health & Beauty Aids, one of the seven merchandise lines shown in the Regional and State Summaries table on page 108. Here, D&H&BA sales in Drugstores are shown as a subgroup of sales in All Stores. (See Retail Sales by Store Group.)

EFFECTIVE BUYING INCOME (EBI): A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as all personal income less personal tax and non-tax payments—a number often referred to as disposable or "after-tax" income.

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income." However, Market Statistics—the research division of Bill Communications that produces the data for S&MM's Survey—also makes certain additional deductions, which are outlined in the notes that follow this definition, to arrive at the Effective Buying Income figure for a given market or county.

Change in Income Calculations!

A major reclassification of Effective Buying Income has taken place this year, affecting all EBI-related statistics in both the *Survey of Buying Power* and *Survey of Buying Power-Part II.*

In an effort to make the EBI a more reliable and useful marketing tool—and also to more accurately reflect the actual cash income available to consumers—the following additional items have been excluded from this year's definition of EBI:

1. Employer contributions to private pension funds, group-life and health-insurance funds, supplemental unemployment insurance funds, and privately administered workers' compensation programs. This portion of EBI was formerly included under "other labor-related income."

2. Imputed personal interest income, which includes the imputed value of services (such as checking) provided by depository institutions, as well as income earned by life insurance carriers and private non-insured pension funds on the principal amounts contributed by policyholders and pension beneficiaries.

3. Imputed rental income of owner-occupied non-farm dwellings, since the owner is considered as renting to himself.

The above changes amount to a reduction in total income at the national level of approximately 11%, although this figure will differ slightly from state to state. This change in total EBI will also ultimately affect current and projected Average Household EBI figures (Section IV), as well as EBI figures for TV and Newspaper Markets (Sections II and III). Users of these figures should take these changes into account when comparing any EBI figures from this year's *Survey of Buying Power-Part II* with those from previous issues.

FOOD STORES: As with Drugstores, this store group appears in two different sections of the Survey.

As a category in the Newspaper Market Profiles section, Food Store sales are defined as retail sales for stores primarily engaged in selling food for home preparation and consumption. Included in this category are grocery stores; meat and fish markets, fruit and vegetable markets; candy, nut, and confectionery stores; dairy products stores; bakeries; and miscellaneous food stores such as health food, coffee, spice, vitamin, and poultry stores.

In Section V, Food Stores appear as a subgroup of All Stores, showing sales for the Groceries and Other Foods merchandise line in this major channel of distribution. (See Retail Sales by Store Group.)

FOOTWEAR SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section V.

This category includes sales of women's and girls' footwear; men's and boys' footwear; children's footwear; and footwear accessories; infants' and toddlers' footwear are not included in this category. (See Merchandise Line Sales.)

F/H/A - FURNITURE/HOME FURNISHING/APPLIANCE STORES: Like Drugstores and Food Stores, this store group category is listed in both Section III and Section V.

Sales in newspaper markets (Section III) pertain to retail expenditures in a broad array of subgroups, including furniture stores; floor covering stores (carpet, rug, and tile); drapery, curtain, and upolstery stores; home furnishing stores (bedding, china, cookware, lamps, pottery, venetian blinds, etc.); and household appliance stores (air conditioners, freezers, sinks, cabinets, stoves, refrigerators, and vacuum cleaners).

In Section V, F/H/A Stores are shown as a major channel of distribution for the merchandise line categories of Major Household Appliances and Furniture and Sleep Equipment. Figures here pertain to sales for these merchandise lines as a subgroup of sales in All Stores. (See Retail Sales by Store Group.)

FURNITURE AND SLEEP EQUIPMENT SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking in Section V.

This category includes sales of living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture, including outdoor and office furniture. (See Merchandise Line Sales.)

GENERAL MERCHANDISE STORES: The Newspaper Market Profiles in Section III list sales for this store group category, which includes expenditures in stores selling a number of lines of merchandise such as dry goods; apparel and accessories; furniture and home furnishings; housewares; hardware; and food. Stores included in this group are department stores; limited-price variety stores; and miscellaneous general merchandise stores such as general stores and catalogue showrooms, although sales from catalogue and mail-order operations are not included in these figures. (See Retail Sales by Store Group.)

GROCERY AND OTHER FOOD SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking in Section V.

This category includes sales of meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods purchased primarily for home consumption. Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included in this category.

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HISPANIC POPULATION: These figures, listed in the TV Market Profiles (Section II), are updated from the 1980 Census of Population and Housing. Basically, they constitute a head count of all persons who consider themselves of Spanish or Hispanic origin or descent who lived in an ADI at the end of that year. Currently, the largest subgroups in this category include Mexicans, Puerto Ricans, and Cubans, and it should be noted that persons of Hispanic origin may be of any race. Estimated totals are as of 12/31/88.

HOME COMPUTER AND CALULATOR SALES: One of three new Merchandise Line Sales ranking tables included in Section V of this year's *SBP-II*, this category includes sales of home computers; prerecorded software; diskettes; computer games; parts and accessories; calculators; and other miscellaneous electronics sold in retail outlets. Catalogue and direct sales of any of these items from manufacturers are not included. (See Merchandise Line Sales.)

HOUSEHOLDS: A household consists of all the people occupying a single housing unit under the 1980 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing unit is also considered a household.

Persons who are not counted as members of households include those living in group quarters such as institutions, college dormitories, military barracks, hospitals, and nursing homes.

NOTE: Although the total population of a given geographic area will include those people residing in group quarters, household totals do not, which means that calculations of per-household income and retail sales may not adequately reflect an area's true residential makeup.

MAJOR HOUSEHOLD APPLIANCE SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking in Section V.

This category includes sales of such items as kitchen appliances, laundry appliances, and other major household appliances. (See Merchandise Line Sales.)

MEN'S AND BOYS' CLOTHING SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking in Section V.

This category includes sales of men's, boys', young men's, and students' clothing and accessories; overcoats, topcoats, rainwear, and outerwear; suits, sport coats, formal wear, and tailored slacks; jeans and casual slacks; career apparel and work clothes; shirts and sweaters; hosiery, pajamas, robes, and underwear; sportswear; and other accessories. (See Merchandise Line Sales.)

MERCHANDISE LINE SALES: Data for the 10 merchandise line categories shown in Section V pertain to total sales of a particular type of product, which can be sold in any number of different store groups. For example, if the dollar sales for Groceries and Other Foods sold in food stores, restaurants, department store lunch counters, snack bars, vending machines, and other related channels of distribution were aggregated, the resulting figure would represent sales for the Groceries and Other Foods merchandise line.

Because of this distinction, merchandise line sales should not be confused with store group sales, which pertain to the business volume of a particular type of retail outlet, such as Food Stores. Remember, food stores sell a lot more than just food, particularly in these days of massive cross-merchandising. In this kind of scrambled retail environment, merchandise line sales provide a more realistic estimate of a product's market share than that indicated by store group sales figures.

In addition to the Metro Market Ranking tables for each of these 10 categories, the Regional and State Summaries of Merchandise Line Sales tables at the beginning of Section V show dollar sales for seven individual merchandise lines in two contexts: All Stores and a leading store type associated with that product classification. The merchandise lines and their dominant store types are: Groceries and Other Foods in **Food Stores;** Drugs and Health & Beauty Aids in **Drugstores;** Women's and Girls' Clothing in **Apparel Stores;** Men's and Boys' Clothing in **Apparel Stores;** Footwear in **Apparel Stores;** Major Household Appliances in **Furniture/Home Furnishing/Appliance Stores;** and Furniture and Sleep Equipment in **Furniture/Home Furnishing/Appliance Stores.**

METROPOLITAN STATISTICAL AREA (MSA): The metro area definitions used in S&MM's survey issues are based on the Census Bureau's system of metropolitan area designation, incorporating any updates to the system announced since 1980.

One of the most important changes to this system was the 1983 elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by two separate but related classifications: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). A third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties (which form the geographic boundaries of all MSAs and PMSAs).

MSA and PMSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro-area definitions. Under the 1983 revisions, an area can qualify as an MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

MSAs and PMSAs are defined in terms of whole counties, except in the six New England states, where towns and cities are the standard units of definition, due to the lack of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by S&MM in order to ensure a uniform system of county-based geography for the dissemination of data.

The Metro Market rankings in Section V (Merchandise Line Sales) ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency. And although aggregate data for CMSAs are included in the Metro Market Projections in Section IV, they are not listed in the rankings in Section V, since they are, by definition, made up of groups of existing metros.

NOTE: In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, listings in the *Survey of Buying Power-Part II* do not include recent metro-area changes effected through legislation. Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County *only* (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County, which was added through legislation in 1987.

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA): The U.S. Office of Information and Regulatory Affairs (OIRA), part of the government's Office of Management and Budget, uses this system to define metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions. (See Metropolitan Statistical Area.)

NEWSPAPER MARKET: To qualify as a Newspaper Market, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are located in the same metro market—or in the same non-metro county—they are combined into a multiple Newspaper Market. The name of a Newspaper Market in a metro area will be the same as the metro's designated title.

Each of the component counties in a Newspaper Market must have a combined qualified newspaper penetration of 20% or more of the households in that county. S&MM lists three different types of counties in each Newspaper Market: 1) *Home Counties*, which identify the location of the newspaper(s); 2) *Dominant Counties*, where household penetration is 50% or more; and 3) *Effective Counties*, where coverage ranges from 20% to 49%. These classifications provide readers with a guide that allows them to focus on a newspaper's strongest areas of coverage, as well as for determining where additional support may be needed to achieve desired penetration levels. As a further aid to sales targeting, the home-county name is repeated as either a dominant or effective county, depending on its penetration level. The names of home counties with less than 20% coverage are shown under the heading "under 20%."

The source for Newspaper Market definitions is the Audit Bureau of Circulations' data bank, which includes the audited statements of individual newspapers in the U.S.

PER-HOUSEHOLD RETAIL SALES: (See Retail Sales Per Household.)

PERCENT CHANGE: In the Metro Market Projections in Section IV, a percentage change figure is included that shows the increase (or decrease) in total population, total households, total EBI, and total retail sales between 1988 and 1993. This percentage covers the whole five-year period, although an average annual rate of change can be calculated by dividing this figure by five.

PERCENT HOUSEHOLD COVERAGE: In the last column of the Newspaper Market Profiles (Section III), individual newspaper circulation totals are added together and expressed as a percentage of total households covered within the market. In multiple Newspaper Mar-

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St. Petersburg Times

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Daily growth was just as impressive, according to the ABC report. In 1988, the *Times* added 21,631 new subscribers and single copy buyers for an average daily circulation of 329,575.

"With these gains, we're selling 75,000 more daily and Sunday papers than the *Tampa Tribune*, our closest competitor in the market," explained Rob Althaus, Circulation Director of the *Times*. "It's gratifying to know that we're the newspaper of choice in Tampa Bay."

Five years of Times' circulation growth

Alfred E. Corey, Advertising Director for the *Times* added, "Advertisers are particularly well served because 95% of this circulation is within the metropolitan area. We feel that concentrating our efforts in the primary Bay Area market makes us an attractive advertising buy."

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kets, circulations of all qualifying newspapers are combined, although in these cases the coverage ratio is only designed as a general guide, since it's impossible to measure the degree of duplicated circulation that may exist within such a market.

NOTE: U.S. totals for S&MM Newspaper Markets are not shown in Section III, since the number of duplicate counties—where the same county may be part of more than one Newspaper Market—would render such totals meaningless.

POPULATION: Updated from the Census Bureau's 1980 Census of Population and Housing, Total Population is a headcount estimate of all people living in a given geographic area as of December 31, 1988. It includes people living in group quarters, such as colleges, hospitals, institutions, and nursing homes, as well as armed forces personnel permanently assigned to the area.

POPULATION BY AGE GROUP: The TV Market (ADI) data in Section II show six separate age group breakouts that correspond to the major life-cycle stages of the population. For example, the 18-24-year-old age group represents the average household-forming stage; 25-34-year-olds the prime Baby Boom demographic; and the 50-and-over segment the rapidly growing retirement and elderly market. The figures shown reflect the share of total population accounted for by each group, and by adding the six figures and subtracting that total from an area's total population, the number of babies and infants (the population under age 2) can also be calculated.

POPULATION, BLACK: (See Black Population).

POPULATION, HISPANIC: (See Hispanic Population).

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA): The second level in the government's three-tiered system of metro area definitions, PMSAs are characterized as metropolitan areas having a total population of 1 million or more, anchored by a large urbanized county or cluster of counties with strong internal economic and social links. By definition, PMSAs are the components of Consolidated Metropolitan Statistical Areas (CMSAs), which are made up of two or more contiguous PMSAs. (See Metropolitan Statistical Area.)

RETAIL SALES: Total Retail Sales reflects net sales (minus refunds and allowances for returns) from all establishments primarily engaged in retail trade. Receipts from repairs and other services are also included, but retail sales by wholesalers and service establishments are not.

Retail sales totals in the *Survey of Buying Power-Part II* are updated from 1982 Census of Retail Trade benchmarks. In accordance with Census Bureau policy, they no longer include: 1) sales taxes and other taxes collected from customers, and 2) carrying charges and/or credit charges.

NOTE: Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can be affected by nonresident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question. In addition, aggregate sales of the five major store groups shown in the Newspaper Market Profiles (Section III) will not equal the Total Retail Sales figure for a given area, since this figure includes receipts from a number of additional store types not shown in these breakouts.

RETAIL SALES BY MERCHANDISE LINE: (See Merchandise Line Sales).

RETAIL SALES BY STORE GROUP: The Newspaper Market Profiles in Section III list sales for five major store groups considered to be the primary channels of distribution for consumer goods in local markets. Store group sales represent the cumulative sales of all products handled by a particular store type, not just the product lines associated with the name of the store group. For example, Food Stores sell a number of different merchandise lines—not just food—including things like personal care products, toiletries, nonprescription drugs, automotive supplies, and other items. (See Merchandise Line Sales.)

RETAIL SALES PER HOUSEHOLD: These figures can be found in the Metro Market Projections in Section IV, with both a current (1988) total and a projected (1993) total shown for each region, state, metro, and metro county. Retail sales per household is calculated by dividing total households into total retail sales.

NOTE: Because household counts are directly assignable to a particular geographic area and retail sales figures are not (due to local purchases by nonresidents), this number is not as reliable an indicator of area purchasing power as Effective Buying Income or the Buying Power Index. (See Retail Sales.)

S&MM NEWSPAPER MARKET: (See Newspaper Market).

S&MM METRO MARKET: (See Metropolitan Statistical Area).

SPANISH-ORIGIN POPULATION: (See Hispanic Population).

STANDARD METROPOLITAN STATISTICAL AREA (SMSA): (See Metropolitan Statistical Area).

TELEVISION, VCR, AND TAPE SALES: One of three new Merchandise Line Sales ranking tables included in Section V of this year's *SBP-II*, this category includes sales of televisions; video recorders; videotapes; and parts and accessories. (See Merchandise Line Sales.)

TOTAL EBI: (See Effective Buying Income).

TOTAL HOUSEHOLDS: (See Households).

TOTAL METRO COUNTIES: This figure from the Metro Market Projections in Section IV shows the aggregate total for all component counties of a state's designated metro areas. When charted against comparable state totals, a better feel for the mix between metro and nonmetro concentrations of population, income, and retail sales can be gained.

TOTAL POPULATION: (See Population).

TOTAL RETAIL SALES: (See Retail Sales).

TV MARKET: (See ADI).

WOMEN'S AND GIRLS' CLOTHING SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking in Section V.

This category includes sales of infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses', and juniors' furs; dresses; casual coats, jackets, rainwear, and active sportswear; women's hosiery, bras, girdles, and foundations; women's, misses', and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats and trimmings; and other women's accessories. (See Merchandise Line Sales.) □

SECTION II

TV MARKET PROFILES

Alphabetical Listing of S&MM TV Markets (with Household Coverage Data for Individual Counties)

ABILENE-SWEETWATER, TEX.— Brown 12.0, Callahan 4.1, Coke 1.1, Coleman 3.5, Eastland 6.7, Fisher 1.8, Haskell 2.2, Jones 5.7, Mitchell 2.8, Nolan 5.4, Runnels 4.1, Scurry 5.8, Shackelford 1.2, Stephens 3.6, Stonewall 0.9, Taylor 30.0. Tot. Hslds.: 115,800.

ALBANY, GA.— Atkinson 1.4, Baker 0.9, Ben Hill 4.8, Berrien 3.8, Calhoun 1.1, Coffee 7.7, Colquitt 9.8, Cook 3.6, Crisp 5.2, Dougherty 25.5, Irwin 2.4, Lanier 1.4, Lee 3.8, Miller 2.0, Mitchell 5.1, Telfair 2.9, Terrell 3.0, Tift 8.8, Turner 2.3, Worth 4.7. Tot. Hslds.: 138,300.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.2; N.Y.: Albany 22.9, Columbia 4.8, Fulton 4.3, Greene 3.4, Hamilton 0.4, Montgomery 4.1, Rensselaer 11.4, Saratoga 12.3, Schenectady 12.0, Schoharie 2.2, Warren 4.2, Washington 4.0; VT.: Bennington 2.9. Tot. Hslds.: 482,600.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 2.8; COLO.: Alamosa 0.9, Archuleta 0.4, Conejos 0.5, Costilla 0.2, Montezuma 1.3, Rio Grande 0.8; N.M.: Bernalillo 37.5, Catron 0.2, Chaves 4.2, Cibola 1.4, Colfax 1.0, De Baca 0.2, Eddy 3.7, Grant 1.9, Guadalupe 0.3, Harding 0.1, Lea (northern portion) 3.8, Lincoln 1.2, Los Alamos 1.5, Luna 1.3, McKinley 4.0, Mora 0.3, Otero 3.5, Rio Arriba 2.2, Sandoval 3.5, San Juan 6.1, San Miguel 1.7, Santa Fe 7.0, Sierra 0.9, Socorro 0.9, Taos 1.4, Torrance 0.7, Valencia 3.0. Tot. Hslds.: 510,500.

ALEXANDRIA, LA.— Avoyelles 16.6, Grant 7.6, Rapides 55.4, Vernon 20.4. Tot. Hslds.: 88,800.

ALPENA, MICH.— Alcona 27.0, Alpena 73.0. Tot. Hslds.: 15,800.

AMARILLO, TEX.— N.M.: Curry 8.8, Quay 2.4, Roosevelt 3.4, Union 1.0; OKLA.: Cimarron 0.9, Texas 3.5; TEX.: Armstrong 0.4, Briscoe 0.5, Carson 1.3, Castro 1.8, Childress 1.4, Collingsworth 0.9, Cottle 0.5, Dallam 1.4, Deaf Smith 3.5, Donley 0.8, Gray 5.2, Hall 1.0, Hansford 1.2, Hartley 0.7, Hemphill 1.0, Hutchinson 5.3, Lipscomb 0.7, Moore 3.3, Motley 0.4, Ochiltree 1.8, Oldham 0.4, Parmer 1.8, Potter 22.0, Randall 18.5, Roberts 0.2, Sherman 0.6, Swisher 1.8, Wheeler 1.6. Tot. Hslds.: 185,100.

ANNISTON, ALA.— Calhoun 100.0. Tot. Hslds.: 45,200.

ARDMORE-ADA, OKLA.— Atoka 6.2, Bryan 17.9, Carter 23.9, Choctaw 8.2, Coal 3.0, Johnston 5.4, Love 4.3, Marshall 6.7, Pontotoc 17.8, Pushmataha 6.6. Tot. Hslds.: 74,200.

ATLANTA, GA.— ALA.: Cleburne 0.4, Randolph 0.6; GA.: Banks 0.3, Barrow 0.7, Bartow 1.4, Butts 0.4, Carroll 1.8, Cherokee 2.1, Clarke 2.3, Clayton 4.8, Cobb 12.2, Coweta 1.3, Dawson 0.2, De Kalb 15.6, Douglas 1.8, Fayette 1.4, Floyd 2.3, Forsyth 1.1, Fulton 19.4, Gilmer 0.4, Gordon 0.9, Greene 0.3, Gwinnett 8.7, Habersham 0.7, Hall 2.5, Haralson 0.6, Heard 0.2, Henry 1.4, Jackson 0.8, Jasper 0.2, Lamar 0.4, Lumpkin 0.3, Meriwether 0.5, Morgan 0.3, Newton 1.1, Oconee 0.4, Oglethorpe 0.3, Paulding 0.9, Pickens 0.4, Pike 0.2, Polk 0.9, Putnam 0.3, Rabun 0.3, Rockdale 1.3, Spalding 1.4, Towns 0.2, Troup 1.5, Union 0.3, Upson 0.7, Walton 0.9, White 0.3; N.C.: Clay 0.2. Tot. Hslds.: 1,340,600.

AUGUSTA, GA.— Burke 3.4, Columbia 10.5, Emanuel 3.7, Glascock 0.4, Hancock 1.4, Jefferson 3.2, Jenkins 1.4, Lincoln 1.1, McDuffie 3.6, Richmond 33.4, Taliaferro 0.4, Warren 1.0, Wilkes 1.9; S.C.: Aiken 22.3, Allendale 1.8, Bamberg 2.9, Barnwell 3.8, Edgefield 3.0, McCormick 1.0. Tot. Hslds.: 208,000.

AUSTIN, TEX.— Bastrop 3.9, Blanco 0.7, Burnet 3.0, Caldwell 2.7, Fayette 2.3, Gillespie 1.9, Hays 5.8, Lee 1.3, Llano 1.8, Mason 0.4, Travis 64.4, Williamson 11.8. Tot. Hslds.: 349,400.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hslds.: 183,500.

BALTIMORE, MD.— Anne Arundel 15.9, Baltimore 28.8, Baltimore city 30.4, Caroline 1.0, Carroll 4.4, Cecil 2.6, Dorchester 1.2, Harford 6.2, Howard 6.5, Kent 0.7, Queen Anne's 1.2, Talbot 1.2. Tot. Hslds.: 829,900.

BANGOR, MAINE— Hancock 15.6, Penobscot 42.5, Piscataquis 5.7, Somerset 14.6, Waldo 10.1, Washington 11.5. Tot. Hslds.: 116,700.

BATON ROUGE, LA.— Ascension 7.7, Assumption 2.7, East Baton Rouge 54.4, East Feliciana 2.3, Iberville 4.1, Livingston 9.8, Pointe Coupee 3.3, St. Helena 1.2, St. Mary 7.9, West Baton Rouge 2.6, West Feliciana 1.0; MISS.: Amite 1.9, Wilkinson 1.3. Tot. Hslds.: 254,000.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 8.8, Jasper 7.4, Jefferson 58.4, Newton 3.0, Orange 17.4, Sabine 2.6, Tyler 4.4. Tot. Hslds.: 195,000.

BEND, ORE.— Deschutes 100.0. Tot. Hslds.: 27,200.

BILLINGS-HARDIN, MONT.— Big Horn 3.8, Carbon 4.2, Custer 6.0, Garfield 0.7, Golden Valley 0.5, Musselshell 2.1, Park 5.8, Petroleum 0.2, Powder River 1.0, Prairie 0.8, Rosebud 4.7, Stillwater 3.0, Sweet Grass 1.4, Treasure 0.5, Wheatland 1.0, Yellowstone 53.8; WYO.: Park 10.5. Tot. Hslds.: 86,500.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.5, Stone 5.5. Tot. Hslds.: 65,800.

BINGHAMTON, N.Y.— Broome 50.1, Chenango 11.8, Delaware 11.2, Tioga 11.7; PA.: Bradford 15.2. Tot. Hslds.: 180,800.

BIRMINGHAM, ALA.— Bibb 1.1, Blount 3.0, Cherokee 1.4, Chilton 2.5, Clay 0.9, Coosa 0.9, Cullman 4.9, Etowah 7.8, Fayette 1.4, Greene 0.7, Hale 1.0, Jefferson 51.1, Marion 2.3, St. Clair 3.4, Shelby 5.9, Talladega 5.2, Walker 5.1, Winston 1.7. Tot. Hslds.: 522,000.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Bland 1.5, Tazewell 11.4; W.VA.: Fayette 13.6, Greenbrier 9.5, McDowell 10.4, Mercer 17.9, Monroe 3.2, Raleigh 21.2, Summers 3.4, Wyoming 7.7. Tot. Hslds.: 151,200.

BOISE, IDA.— Ada 40.7, Adams 0.6, Blaine 3.6, Boise 1.0, Camas 0.2, Canyon 20.0, Elmore 4.5, Gem 2.7, Owyhee 1.8, Payette 3.9, Valley 1.5, Washington 2.0; ORE.: Grant 2.1, Malheur 6.2. Tot. Hslds.: 158,800.

BOSTON, MASS.— Barnstable 3.7, Essex 11.9, Middlesex 24.1, Nantucket 0.1, Norfolk 10.7, Plymouth 7.3, Suffolk 12.8, Worcester 11.9; N.H.: Belknap 0.9, Cheshire 1.2, Hillsborough 5.9, Merrimack 2.1, Rockingham 4.2, Strafford 1.7, Sullivan 0.7; VT.: Windham 0.8. Tot. Hslds.: 2,105,000.

BOWLING GREEN, KY.— Adair 13.3, Edmonson 8.0, Metcalfe 8.3, Warren 70.4. Tot. Hslds.: 43,600.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Knott 2.2, Letcher 3.7; TENN.: Carter 7.1, Greene 7.5, Hawkins 6.2, Johnson 1.9, Sullivan 20.7, Unicoi 2.3, Washington 12.4; VA.: Bristol city 2.6, Buchanan 4.2, Dickenson 2.4, Lee 3.3, Norton city 0.6, Russell 4.1, Scott 3.1, Smyth 4.2, Washington 6.1, Wise 5.4. Tot. Hslds.: 282,500.

BUFFALO, N.Y.— Allegany 2.8, Cattaraugus 5.0, Chautauqua 8.7, Erie 58.3, Genesee 3.5, Niagara 13.1, Orleans 2.3, Wyoming 2.2; PA.: McKean 2.9, Potter 1.1. Tot. Hslds.: 617,800.

BURLINGTON-PLATTSBURGH, VT.— N.H.: Grafton 10.1; N.Y.: Clinton 10.2, Essex 5.4, Franklin 6.0; VT.: Addison 4.3, Caledonia 4.0, Chittenden 18.0, Essex 1.0, Franklin 5.1, Grand Isle 0.7, Lamoille 2.7, Orange 3.5, Orleans 3.4, Rutland 8.9, Washington 8.1, Windsor 8.5. Tot. Hslds.: 265,100.

BUTTE, MONT.— Beaverhead 6.5, Broadwater 3.2, Deer Lodge 8.3, Gallatin 37.6, Jefferson 6.3, Madison 4.4, Powell 4.8, Silver Bow 28.9. Tot. Hslds.: 48,500.

CASPER-RIVERTON, WYO.— Converse 10.8, Fremont 29.1, Natrona 60.1. Tot. Hslds.: 42,800.

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA— Allamakee 1.8, Benton 2.9, Black Hawk 15.2, Bremer 2.8, Buchanan 2.6, Butler 2.0, Chickasaw 1.7, Clayton 2.6, Delaware 2.2, Dubuque 10.2, Fayette 2.9, Grundy 1.7, Iowa 1.9, Johnson 10.9, Jones 2.3, Keokuk 1.5, Linn 21.7, Tama 2.2, Washington 2.5, Winneshiek 2.5; WISC.: Grant 5.9. Tot. Hslds.: 306,300.

CHARLESTON, S.C.— Berkeley 20.8, Charleston 47.0, Colleton 5.8, Dorchester 12.8, Georgetown 7.9, Williamsburg 5.9. Tot. Hslds.: 219,900.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.8, Carter 1.7, Elliott 0.5, Floyd 3.5, Greenup 2.8, Johnson 1.7, Lawrence 1.0, Lewis 1.0, Magoffin 0.9, Martin 0.9, Morgan 0.6, Pike 5.8; OHIO: Athens 3.8, Gallia 2.1, Jackson 2.2, Lawrence 4.5, Meigs 1.7, Scioto 5.8, Vinton 0.6, Washington 4.6; W.VA.: Boone 2.1, Cabell 8.0, Calhoun 0.6, Clay 0.8, Jackson 1.9, Kanawha 17.4, Lincoln 1.8, Logan 3.3, Mason 1.9, Mingo 2.4, Nicholas 2.0, Putnam 3.1, Roane 1.1, Wayne 3.2, Webster 0.8, Wirt 0.3. Tot. Hslds.: 630,800.

CHARLOTTE, N.C.— Alexander 1.4, Anson 1.3, Ashe 1.3, Avery 0.8, Burke 4.1, Cabarrus 4.9, Caldwell 3.7, Catawba 6.2, Cleveland 4.5, Gaston 8.8, Iredell 4.8, Lincoln 2.5, Mecklenburg 20.2, Richmond 2.5, Rowan 5.7, Stanly 2.8, Union 4.0, Watauga 1.8; S.C.: Chester 1.5, Chesterfield 2.1, Lancaster 2.8, York 6.3. Tot. Hslds.: 719,800.

CHARLOTTESVILLE, VA.— Albemarle 59.2, Charlottesville city 40.8. Tot. Hslds.: 40,700.

CHATTANOOGA, TENN.— GA.: Catoosa 5.0, Chattooga 2.7, Dade 1.5, Fannin 2.1, Murray 3.0, Walker 7.1, Whitfield 8.9; N.C.: Cherokee 2.8; TENN.: Bledsoe 1.2, Bradley 8.3, Grundy 1.7, Hamilton 38.8, McMinn 5.5, Marion 3.3, Meigs 1.0, Polk 1.7, Rhea 3.2, Sequatchie 1.1. Tot. Hslds.: 293,100.

CHEYENNE-SCOTTSBLUFF, WYO.— NEB.: Scotts Bluff 32.4; WYO.: Laramie 67.6. Tot. Hslds.: 44,200.

CHICAGO, ILL.— Cook 62.9, De Kalb 0.8, Du Page 8.8, Grundy 0.4, Iroquois 0.4, Kane 3.6, Kankakee 1.2, Kendall 0.5, Lake 5.3, La Salle 1.3, Livingston 0.5, McHenry 1.9, Will 3.7; IND.: Jasper 0.3, Lake 5.6, La Porte 1.2, Newton 0.2, Porter 1.4. Tot. Hslds.: 3,128,600.

CHICO-REDDING, CALIF.— Butte 45.4, Glenn 5.5, Shasta 33.8, Tehama 11.8, Trinity 3.5. Tot. Hslds.: 195,600.

CINCINNATI, OHIO— IND.: Dearborn 1.8, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3; KY.: Boone 2.5, Bracken 0.4, Campbell 4.0, Gallatin 0.3, Grant 0.7, Kenton 6.9, Mason 0.8, Owen 0.5, Pendleton 0.6; OHIO: Adams 1.3, Brown 1.7, Butler 13.6, Clermont 6.9, Clinton 1.9, Hamilton 46.3, Highland 1.9, Warren 5.0. Tot. Hslds.: 744,000.

CLARKSBURG-WESTON, W.VA.— Barbour 5.4, Braxton 4.8, Doddridge 2.5, Gilmer 2.0, Harrison 28.3, Lewis 6.3, Marion 22.5, Randolph 9.3, Ritchie 4.0, Taylor 5.4, Tucker 3.0, Upshur 7.9. Tot. Hslds.: 112,000.

CLEVELAND, OHIO— Ashland 1.2, Ashtabula 2.8, Carroll 0.7, Cuyahoga 39.9, Erie 2.0, Geauga 1.8, Holmes 0.6, Huron 1.4, Lake 5.5, Lorain 6.7, Medina 2.8, Portage 3.4, Richland 3.4, Stark 9.6, Summit 13.6, Tuscarawas 2.3, Wayne 2.5. Tot. Hslds.: 1,448,400.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 0.6, Bent 0.6, Cheyenne 0.4, Crowley 0.4, Custer 0.3, El Paso 63.4, Fremont 5.2, Huerfano 1.1, Kiowa 0.3, Las Animas 2.3, Otero 3.4, Pueblo 21.1, Saguache 0.6. Tot. Hslds.: 236,300.

COLUMBIA, S.C.— Calhoun 1.5, Clarendon 3.4, Fairfield 2.3, Kershaw 5.6, Lee 2.0, Lexington 22.6, Newberry 4.2, Orangeburg 10.6, Richland 34.6, Saluda 2.0, Sumter 11.1. Tot. Hslds.: 297,200.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 7.2, Boone 30.7, Callaway 8.4, Chariton 2.9, Cole 17.2, Cooper 4.3, Howard 2.7, Maries 2.3, Miller 6.1, Moniteau 3.3, Morgan 4.6, Osage 3.2, Randolph 7.1. Tot. Hslds.: 133,100.

COLUMBUS, GA.— ALA.: Barbour 5.0, Chambers 7.9, Lee 17.8, Russell 10.2; GA.: Chattahoochee 2.0, Clay 0.7, Harris 2.6, Macon 2.7, Marion 1.0, Muscogee 39.7, Quitman 0.4, Randolph 1.8, Schley 0.6, Stewart 1.0, Sumter 5.8, Talbot 1.2, Taylor 1.8, Webster 0.4. Tot. Hslds.: 184,200.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 3.8, Pickens 4.4; MISS.: Calhoun 3.5, Chickasaw 3.8, Choctaw 1.9, Clay 4.6, Itawamba 4.8, Lee 14.9, Lowndes 13.2, Monroe 7.9, Montgomery 2.7, Noxubee 2.5, Oktibbeha 7.4, Pontotoc 5.1, Prentiss 5.7, Tishomingo 4.3, Webster 2.3, Winston 4.2, Yalobusha 3.0. Tot. Hslds.: 164,200.

COLUMBUS, OHIO— Coshocton 2.1, Crawford 2.7, Delaware 3.2, Fairfield 5.2, Fayette 1.5, Franklin 54.7, Hardin 1.8, Hocking 1.4, Knox 2.8, Licking 7.0, Madison 1.7, Marion 3.5, Morgan 0.8, Morrow 1.5, Perry 1.7, Pickaway 2.3, Pike 1.3, Ross 3.5, Union 1.8. Tot. Hslds.: 683,900.

CORPUS CHRISTI, TEX.— Aransas 3.9, Bee 5.1, Brooks 1.6, Duval 2.4, Jim Hogg 1.0, Jim Wells 7.1, Kenedy 0.1, Kleberg 6.1, Live Oak 2.0, Nueces 58.1, Refugio 1.7, San Patricio 11.8. Tot. Hslds.: 174,800.

DALLAS-FT. WORTH, TEX.— Anderson 0.8, Bosque 0.4, Collin 4.8, Comanche 0.3, Cooke 0.7, Dallas 42.7, Delta 0.1, Denton 4.7, Ellis 1.8, Erath 0.6, Fannin 0.6, Freestone 0.4, Grayson 2.2, Hamilton 0.2, Henderson 1.4, Hill 0.6, Hood 0.7, Hopkins 0.7, Hunt 1.5, Johnson 2.0, Kaufman 1.1, Lamar 1.0, Limestone 0.5, Navarro 0.9, Palo Pinto 0.6, Parker 1.3, Rains 0.2, Rockwall 0.6, Somervell 0.1, Tarrant 24.7, Van Zandt 0.8, Wise 0.6, Wood 0.7. Tot. Hslds.: 1,683,700.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.5, Carroll 2.2, Henderson 1.1, Henry 6.4, Jo Daviess 2.8, Knox 7.1, Mercer 2.2, Rock Island 19.2, Warren 2.5, Whiteside 7.5; IOWA: Cedar 2.3, Clinton 6.4, Des Moines 5.7, Henry 2.3, Jackson 2.8, Louisa 1.4, Muscatine 4.9, Scott 19.1. Tot. Hslds.: 318,100.

DAYTON, OHIO— IND.: Wayne 5.4; OHIO: Auglaize 3.2, Champaign 2.6, Clark 11.1, Darke 4.1, Greene 9.4, Logan 3.2, Mercer 2.7, Miami 6.9, Montgomery 48.3, Preble 3.0, Shelby 3.0. Tot. Hslds.: 502,200.

DENVER, COLO.— Adams 10.0, Arapahoe 15.0, Boulder 9.3, Chaffee 0.5 Clear Creek 0.3, Denver 22.0, Douglas 1.4, Eagle 0.7, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.3, Gunnison 0.4, Hinsdale 0.0, Jackson 0.1, Jefferson 15.9, Kit Carson 0.3, Lake 0.2, Larimer 6.8, Lincoln 0.2, Logan 0.7, Mineral 0.0, Moffat 0.5, Morgan 0.8, Park 0.3, Phillips 0.2, Pitkin 0.5, Prowers 0.5, Rio Blanco 0.2, Routt 0.5, San Juan 0.0, Sedgwick 0.1, Summit 0.5, Teller 0.4, Washington 0.2, Weld 4.9, Yuma 0.4; NEB.: Box Butte 0.5, Cheyenne 0.4, Dawes 0.3, Deuel 0.1, Kimball 0.2; WYO.: Albany 1.2, Campbell 1.1, Carbon 0.6, Goshen 0.5, Johnson 0.2, Niobrara 0.1, Platte 0.4. Tot. Hslds.: 1,046,700.

DES MOINES, IOWA— Adair 0.9, Appanoose 1.6, Audubon 0.8, Boone 2.6, Calhoun 1.2, Carroll 2.2, Clarke 0.9, Dallas 3.1, Decatur 0.9, Franklin 1.3, Greene 1.2, Guthrie 1.2, Hamilton 1.7, Hardin 2.1, Humboldt 1.3, Jasper 3.7, Lucas 1.1, Madison 1.2, Mahaska 2.4, Marion 2.9, Marshall 4.1, Monroe 0.9, Pocahontas 1.1, Polk 34.5, Poweshiek 1.9, Ringgold 0.6, Story 6.6, Union 1.4, Wapello 4.0, Warren 3.5, Wayne 0.8, Webster 4.4, Wright 1.6; MO.: Mercer 0.4. Tot. Hslds.: 383,600.

DETROIT, MICH.— Lapeer 1.4, Livingston 2.2, Macomb 14.8, Monroe 2.7, Oakland 23.0, St. Clair 3.0, Washtenaw 5.9, Wayne 47.0. Tot. Hslds.: 1,727,800.

DOTHAN, ALA.— Coffee 14.5, Dale 16.1, Geneva 9.8, Henry 5.4, Houston 30.3; FLA.: Holmes 5.9, Jackson 14.6; GA.: Early 4.4. Tot. Hslds.: 104,300.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.3; MINN.: Aitkin 3.1, Carlton 6.2, Cook 1.6, Itasca 9.5, Koochiching 3.3, Lake 2.4, St. Louis 45.3; WISC.: Ashland 3.7, Bayfield 3.2, Douglas 9.5, Iron 1.6, Sawyer 3.3, Washburn 3.4. Tot. Hslds.: 171,800.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 49.7; CALIF.: Imperial 50.3. Tot. Hslds.: 67,800.

EL PASO, TEX.— N.M.: Dona Ana 20.3; TEX.: Culberson 0.5, El Paso 78.8, Hudspeth 0.5. Tot. Hslds.: 221,800.

ELMIRA, N.Y.— Chemung 40.1, Steuben 42.4; PA.: Tioga 17.5. Tot. Hslds.: 85,700.

ERIE, PA.— Crawford 20.7, Erie 66.9, Forest 1.2, Warren 11.2. Tot. Hslds.: 155,800.

EUGENE, ORE.— Benton 12.8, Coos 12.4, Douglas 18.7, Lane 56.1. Tot. Hslds.: 160,200.

EUREKA, CALIF.— Del Norte 14.3, Humboldt 85.7. Tot. Hslds.: 54,000.

EVANSVILLE, IND.— ILL.: Edwards 1.4, Wabash 2.1, Wayne 2.8, White 2.7; IND.: Dubois 4.9, Gibson 4.9, Perry 2.4, Pike 2.0, Posey 3.5, Spencer 2.6, Vanderburgh 25.3, Warrick 6.3; KY.: Daviess 12.4, Hancock 1.1, Henderson 6.1, Hopkins 6.7, McLean 1.3, Muhlenberg 4.3, Ohio 3.0, Union 2.2, Webster 2.1. Tot. Hslds.: 285,900.

FARGO, N.D.— MINN.: Becker 5.1, Clay 7.8, Clearwater 1.4, Kittson 1.1, Lake of the Woods 0.7, Mahnomen 0.8, Marshall 2.1, Norman 1.5, Otter Tail 9.1, Pennington 2.6, Polk 5.7, Red Lake 0.8, Roseau 2.2, Wilkin 1.3; N.D.: Barnes 2.3, Benson 1.1, Cass 18.0, Cavalier 1.2, Dickey 1.1, Eddy 0.6, Foster 0.7, Grand Forks 11.3, Griggs 0.6, La Moure 1.0, Nelson 0.9, Pembina 1.7, Ramsey 2.3, Ransom 1.1, Richland 3.2, Sargent 0.9, Steele 0.5, Stutsman 4.2, Towner 0.7, Traill 1.6, Walsh 2.6. Tot. Hslds.: 218,400.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hslds.: 29,800.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.3, Bay 9.2, Clare 2.3, Genesee 35.5, Gladwin 2.0, Gratiot 3.1, Huron 3.0, Iosco 2.6, Isabella 3.9, Midland 5.9, Ogemaw 1.5, Saginaw 16.9, Sanilac 3.4, Shiawassee 5.4, Tuscola 4.2. Tot. Hslds.: 485,800.

FLORENCE, S.C.— Darlington 15.3, Dillon 6.9, Florence 28.0, Horry 34.8, Marion 7.9, Marlboro 7.0. Tot. Hslds.: 182,800.

FT. MYERS-NAPLES, FLA.— Charlotte 17.8, Collier 23.3, Glades 1.2, Hendry 3.5, Lee 54.4. Tot. Hslds.: 242,100.

FT. SMITH, ARK.— Benton 12.1, Crawford 8.1, Franklin 3.0, Logan 4.0, Madison 2.4, Polk 3.3, Scott 2.2, Sebastian 20.8, Washington 21.8; OKLA.: Le Flore 8.9, Sequoyah 6.5. Tot. Hslds.: 164,200.

FT. WAYNE, IND.— Adams 4.5, Allen 48.1, De Kalb 5.3, Huntington 5.8, Jay 3.5, Noble 6.1, Steuben 4.8, Wabash 5.4, Wells 4.1, Whitley 4.2; OHIO: Paulding 3.3, Van Wert 5.0. Tot. Hslds.: 232,000.

FRESNO-VISALIA, CALIF.— Fresno 50.4, Kings 6.3, Madera 6.2, Mariposa 1.3, Merced 13.1, Tulare 22.8. Tot. Hslds.: 435,300.

GAINESVILLE, FLA.— Alachua 82.0, Dixie 4.0, Gilchrist 2.9, Levy 11.1. Tot. Hslds.: 67,200.

GRAND JUNCTION-DURANGO, COLO.— Delta 13.4, La Plata 18.1, Mesa 51.1, Montrose 14.1, Ouray 1.1, San Miguel 2.3. Tot. Hslds.: 65,500.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.1, Barry 2.8, Branch 2.4, Calhoun 8.5, Ionia 2.8, Kalamazoo 13.4, Kent 29.3, Mecosta 2.0, Montcalm 3.0, Muskegon 9.4, Newaygo 2.4, Oceana 1.3, Ottawa 9.7, St. Joseph 3.6, Van Buren 4.2. Tot. Hslds.: 622,500.

GREAT FALLS, MONT.— Blaine 3.7, Cascade 45.9, Chouteau 3.3, Fergus 7.3, Glacier 5.7, Hill 10.3, Judith Basin 1.5, Lib[illegible] 1.6, Meagher 1.2, Phillips 3.1, Pondera 3.7, Teton 3.7, Toole 3.3, Valley 5.5. Tot. Hslds.: 66,700.

GREEN BAY-APPLETON, WISC.— MICH.: Delta 3.6, Dickinson 2.8, Menominee 2.5, Schoolcraft 0.8; WISC.: Brown 18.9, Calumet 3.3, Door 2.8, Fond du Lac 8.5, Green Lake 2.0, Kewaunee 1.8, Manitowoc 7.9, Marinette 4.2, Menominee 0.3, Oconto 3.1, Outagamie 13.2, Shawano 3.7, Waupaca 4.4, Waushara 2.2, Winnebago 14.0. Tot. Hslds.: 380,800.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 7.9, Alleghany 0.8, Caswell 1.4, Davidson 9.2, Davie 2.1, Forsyth 21.0, Guilford 25.6, Montgomery 1.7, Randolph 7.7, Rockingham 6.5, Stokes 2.7, Surry 4.8, Wilkes 4.6, Yadkin 2.2; VA.: Galax city 0.6, Patrick 1.3. Tot. Hslds.: 512,900.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 7.5, Bertie 3.4, Carteret 9.4, Craven 13.6, Duplin 7.0, Greene 2.4, Hyde 0.9, Jones 1.4, Lenoir 10.1, Martin 4.3, Onslow 17.5, Pamlico 1.8, Pitt 17.7, Tyrrell 0.6, Washington 2.3. Tot. Hslds.: 222,000.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.1, Franklin 1.0, Hart 1.1, Madison 1.2, Stephens 1.3; N.C.: Buncombe 10.9, Graham 0.4, Haywood 3.0, Henderson 4.5, Jackson 1.5, McDowell 2.1, Macon 1.5, Madison 1.0, Mitchell 0.9, Polk 0.9, Rutherford 3.4, Swain 0.6, Transylvania 1.6, Yancey 0.9; S.C.: Abbeville 1.3, Anderson 8.7, Cherokee 2.4, Greenville 19.0, Greenwood 3.6, Laurens 3.0, Oconee 3.4, Pickens 5.0, Spartanburg 12.9, Union 1.7. Tot. Hslds.: 642,300.

GREENWOOD-GREENVILLE, MISS.— Bolivar 17.3, Carroll 4.1, Grenada 8.3, Humphreys 5.4, Leflore 16.7, Sunflower 13.0, Tallahatchie 6.5, Washington 28.7. Tot. Hslds.: 83,200.

HAGERSTOWN, MD.— Washington 100.0. Tot. Hslds.: 42,100.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 4.7, Cumberland 13.2, Dauphin 17.4, Juniata 1.4, Lancaster 26.8, Lebanon 7.5, Mifflin 3.3, Perry 2.8, York 23.0. Tot. Hslds.: 587,900.

HARRISONBURG, VA.— Harrisonburg city 27.4, Rockingham 54.2; W.VA.: Grant 10.1, Pendleton 8.4. Tot. Hslds.: 35,800.

HARTFORD-NEW HAVEN, CONN.— Hartford 35.5, Litchfield 7.0, Middlesex 6.0, New Haven 32.7, New London 10.1, Tolland 4.7, Windham 4.1. Tot. Hslds.: 903,600.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hslds.: 19,600.

HOUSTON, TEX.— Austin 0.5, Brazoria 4.5, Calhoun 0.5, Chambers 0.5, Colorado 0.5, Fort Bend 4.4, Galveston 5.5, Grimes 0.4, Harris 71.5, Jackson 0.3, Liberty 1.4, Matagorda 1.1, Montgomery 4.1, Polk 0.9, San Jacinto 0.4, Trinity 0.3, Walker 1.2, Waller 0.5, Washington 0.6, Wharton 1.0. Tot. Hslds.: 1,436,300.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 6.9, De Kalb 7.0, Franklin 3.7, Jackson 6.4, Lauderdale 10.7, Lawrence 3.6, Limestone 6.1, Madison 30.3, Marshall 9.3, Morgan 12.5; TENN.: Lincoln 3.5. Tot. Hslds.: 304,100.

IDAHO FALLS-POCATELLO, IDA.— Bannock 23.5, Bingham 11.4, Bonneville 23.6, Butte 1.0, Cassia 6.3, Clark 0.3, Custer 1.9, Fremont 3.5, Jefferson 5.2, Lemhi 2.6, Madison 5.6, Minidoka 6.6, Power 2.5, Teton 0.9; WYO.: Lincoln 5.2. Tot. Hslds.: 102,100.

INDIANAPOLIS, IND.— Bartholomew 2.9, Benton 0.4, Blackford 0.7, Boone 1.7, Brown 0.6, Carroll 0.8, Cass 1.8, Clinton 1.4, Decatur 1.0, Delaware 5.1, Fayette 1.2, Fountain 0.8, Grant 3.3, Hamilton 4.2, Hancock 1.9, Hendricks 3.0, Henry 2.2, Howard 3.8, Johnson 3.5, Madison 5.8, Marion 36.4, Miami 1.7, Monroe 4.4, Montgomery 1.6, Morgan 2.2, Owen 0.8, Putnam 1.2, Randolph 1.3, Rush 0.8, Shelby 1.7, Tipton 0.7, Warren 0.3, White 1.1. Tot. Hslds.: 963,900.

JACKSON, MISS.— Adams 4.7, Attala 2.4, Claiborne 1.3, Copiah 3.3, Franklin 1.1, Hinds 32.7, Holmes 2.8, Issaquena 0.3, Jefferson 1.0, Jefferson Davis 1.6, Lawrence 1.6, Leake 2.3, Lincoln 3.8, Madison 6.1, Pike 4.7, Rankin 10.0, Scott 3.3, Sharkey 0.8, Simpson 3.0, Smith 1.9, Walthall 1.6, Warren 6.6, Yazoo 3.3. Tot. Hslds.: 291,300.

JACKSON, TENN.— Carroll 18.6, Hardin 14.5, Henderson 15.6, Madison 51.3. Tot. Hslds.: 58,500.

JACKSONVILLE, FLA.— Baker 1.2, Bradford 1.7, Clay 7.6, Columbia 3.4, Duval 58.2, Nassau 3.5, Putnam 5.3, St. Johns 7.0, Union 0.5; GA.: Brantley 0.9, Camden 1.5, Charlton 0.6, Clinch 0.5, Glynn 5.1, Ware 2.9. Tot. Hslds.: 457,100.

JOHNSTOWN-ALTOONA, PA.— Bedford 6.3, Blair 17.8, Cambria 22.1, Cameron 1.0, Centre 14.2, Clearfield 10.6, Elk 4.9, Huntingdon 5.4, Jefferson 6.7, Somerset 10.8. Tot. Hslds.: 263,900.

JONESBORO, ARK.— Clay 10.4, Craighead 32.7, Greene 16.8, Izard 6.1, Lawrence 9.6, Randolph 8.9, Sharp 8.6; MO.: Ripley 6.9. Tot. Hslds.: 74,000.

JOPLIN-PITTSBURG, MO.— KANS.: Allen 4.2, Bourbon 4.6, Cherokee 6.3, Crawford 10.8, Labette 6.7, Neosho 4.8, Wilson 3.3, Woodson 1.3; MO.: Barton 3.3, Jasper 24.6, McDonald 4.4, Newton 11.7, Vernon 5.4; OKLA.: Ottawa 8.7. Tot. Hslds.: 143,800.

KANSAS CITY, MO.— KANS.: Anderson 0.4, Atchison 0.9, Doniphan 0.5, Douglas 3.6, Franklin 1.1, Jefferson 0.8, Johnson 17.5, Leavenworth 2.7, Linn 0.5, Miami 1.1, Wyandotte 8.7; MO.: Andrew 0.7, Bates 0.8, Caldwell 0.4, Carroll 0.6, Cass 2.8, Clay 7.6, Clinton 0.6, Daviess 0.5, De Kalb 0.4, Gentry 0.4, Grundy 0.6, Henry 1.1, Jackson 33.6, Johnson 1.7, Lafayette 1.8, Linn 0.8, Livingston 0.8, Pettis 1.9, Platte 2.5, Ray 1.1, Saline 1.2. Tot. Hslds.: 752,900.

KNOXVILLE, TENN.— KY.: Bell 2.9, Knox 2.7, McCreary 1.4, Wayne 1.6; TENN.: Anderson 6.9, Blount 8.2, Campbell 3.4, Claiborne 2.4, Cocke 2.8, Cumberland 3.1, Fentress 1.4, Grainger 1.6, Hamblen 5.2, Hancock 0.6, Jefferson 3.1, Knox 33.0, Loudon 3.0, Monroe 2.8, Morgan 1.4, Roane 4.6, Scott 1.8, Sevier 4.7, Union 1.2. Tot. Hslds.: 404,000.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 3.8, Winona 9.7; WISC.: Buffalo 3.3, Chippewa 11.5, Crawford 3.6, Eau Claire 19.0, Jackson 3.8, La Crosse 21.7, Monroe 8.2, Rusk 3.5, Trempealeau 5.8, Vernon 6.1. Tot. Hslds.: 186,700.

LAFAYETTE, IND.— Tippecanoe 100.0. Tot. Hslds.: 43,900.

LAFAYETTE, LA.— Acadia 10.2, Allen 3.7, Evangeline 6.2, Iberia 11.3, Jefferson Davis 5.6, Lafayette 30.7, St. Landry 15.3, St. Martin 7.5, Vermilion 9.5. Tot. Hslds.: 186,100.

LAKE CHARLES, LA.— Beauregard 14.9, Calcasieu 80.6, Cameron 4.5. Tot. Hslds.: 75,900.

LANSING, MICH.— Clinton 8.6, Eaton 15.5, Hillsdale 6.8, Ingham 45.7, Jackson 23.4. Tot. Hslds.: 225,900.

LAREDO, TEX.— Webb 92.2, Zapata 7.8. Tot. Hslds.: 35,700.

LAS VEGAS, NEV.— Clark 98.1, Lincoln 0.5, Nye (southern portion) 1.3. Tot. Hslds.: 266,700.

LAUREL-HATTIESBURG, MISS.— Covington 6.6, Forrest 28.6, Jasper 6.6, Jones 25.6, Lamar 10.9, Marion 10.2, Perry 3.9, Wayne 7.6. Tot. Hslds.: 66,600.

LEXINGTON, KY.— Anderson 1.4, Bath 1.0, Bourbon 2.0, Boyle 2.7, Breathitt 1.5, Casey 1.6, Clark 3.0, Clay 2.1, Estill 1.5, Fayette 24.0, Fleming 1.3, Franklin 4.8, Garrard 1.2, Harlan 3.9, Harrison 1.6, Jackson 1.2, Jessamine 2.9, Laurel 4.2, Lee 0.8, Leslie 1.3, Lincoln 1.9, Madison 5.3, Menifee 0.4, Mercer 2.0, Montgomery 2.[illegible], Nicholas 0.7, Owsley 0.5, Perry 3.3, Powell 1.1, Pulaski 5.2, Robertson 0.2, Rockcastle 1.5, Rowan 1.8, Russell 1.5, Scott 2.3, Whitley 3.6, Wolfe 0.7, Woodford 1.9. Tot. Hslds.: 366,000.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 41,900.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.8, Jewell 0.7, Republic 1.1, Smith 0.9, Washington 1.2; NEB.: Adams 4.7, Boone 1.0, Brown 0.6, Buffalo 5.4, Chase 0.7, Clay 1.1, Custer 2.0, Dawson 3.2, Fillmore 1.1, Franklin 0.6, Frontier 0.6, Furnas 1.0, Gage 3.5, Garfield 0.4, Gosper 0.3, Greeley 0.5, Hall 7.4, Hamilton 1.3, Harlan 0.7, Hayes 0.2, Holt 2.0, Howard 0.9, Jefferson 1.4, Kearney 1.0, Lancaster 32.6, Loup 0.1, Merrick 1.2, Nance 0.7, Nuckolls 1.0, Perkins 0.6, Phelps 1.5, Platte 4.2, Polk 0.9, Red Willow 1.9, Rock 0.4, Saline 1.9, Sherman 0.6, Thayer 1.0, Valley 0.9, Webster 0.8, Wheeler 0.2, York 2.2. Tot. Hslds.: 254,200.

LITTLE ROCK, ARK.— Arkansas 1.8, Bradley 1.1, Calhoun 0.5, Chicot 1.2, Clark 1.7, Cleburne 1.7, Cleveland 0.6, Conway 1.5, Dallas 0.9, Desha 1.4, Drew 1.4, Faulkner 4.4, Garland 7.1, Grant 1.1, Hot Spring 2.3, Independence 2.6, Jackson 1.8, Jefferson 8.7, Johnson 1.5, Lincoln 0.8, Lonoke 3.0, Monroe 1.0, Montgomery 0.7, Nevada 0.8, Ouachita 2.8, Perry 0.6, Pike 0.9, Pope 3.7, Prairie 0.8, Pulaski 29.6, Saline 4.5, Searcy 0.8, Stone 0.8, Van Buren 1.4, White 4.2, Woodruff 0.8, Yell 1.5. Tot. Hslds.: 462,900.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.6, Los Angeles 63.7, Orange 16.3, Riverside (western portion) 5.7, San Bernardino 9.2, Ventura 4.3. Tot. Hslds.: 4,860,300.

LOUISVILLE, KY.— IND.: Clark 6.0, Crawford 0.7, Floyd 4.3, Harrison 1.9, Jackson 2.5, Jefferson 1.9, Jennings 1.5, Lawrence 3.0, Orange 1.3, Scott 1.4, Washington 1.5; KY.: Breckinridge 1.2, Bullitt 2.8, Carroll 0.6, Grayson 1.5, Green 0.7, Hardin 5.3, Hart 1.1, Henry 0.9, Jefferson 48.1, Larue 0.8, Marion 1.1, Meade 1.5, Nelson 1.9, Oldham 1.9, Shelby 1.8, Spencer 0.4, Taylor 1.8, Trimble 0.4, Washington 0.6. Tot. Hslds.: 846,700.

LUBBOCK, TEX.— Bailey 2.0, Borden 0.2, Cochran 1.2, Crosby 2.0, Dawson 3.9, Dickens 0.8, Floyd 2.2, Garza 1.3, Hale 9.2, Hockley 5.8, Kent 0.3, King 0.1, Lamb 4.2, Lubbock 56.5, Lynn 1.8, Terry 3.8, Yoakum 2.6. Tot. Hslds.: 137,300.

MACON, GA.— Baldwin 6.9, Bibb 33.0, Bleckley 2.1, Crawford 1.4, Dodge 3.4, Dooly 2.1, Houston 18.4, Johnson 1.8, Jones 4.0, Laurens 8.0, Monroe 2.2, Peach 4.4, Pulaski 1.6, Twiggs 2.0, Washington 3.7, Wilcox 1.5, Wilkinson 2.1. Tot. Hslds.: 174,200.

MADISON, WISC.— Columbia 6.5, Dane 51.2, Green 4.4, Iowa 2.8, Juneau 3.1, Lafayette 2.2, Marquette 2.0, Richland 2.4, Rock 18.8, Sauk 6.5. Tot. Hslds.: 270,200.

MANKATO, MINN.— IOWA: Emmet 20.1; MINN.: Blue Earth 79.9. Tot. Hslds.: 23,400.

MARQUETTE, MICH.— Alger 5.5, Baraga 5.3, Houghton 24.0, Iron 10.1, Keweenaw 1.2, Marquette 46.1, Ontonagon 5.2; WISC.: Florence 2.5. Tot. Hslds.: 56,300.

MCALLEN-BROWNSVILLE, TEX.— Cameron 39.0, Hidalgo 52.4, Starr 6.1, Willacy 2.6. Tot. Hslds.: 194,800.

MEDFORD, ORE.— CALIF.: Modoc 2.6, Siskiyou 12.6; ORE.: Curry 5.4, Jackson 40.1, Josephine 21.0, Klamath 16.1, Lake 2.2. Tot. Hslds.: 137,800.

MEMPHIS, TENN.— ARK.: Crittenden 2.8, Cross 1.1, Lee 0.8, Mississippi 3.3, Phillips 1.8, Poinsett 1.5, St. Francis 1.8; MISS.: Alcorn 2.2, Benton 0.4, Coahoma 2.0, De Soto 3.7, Lafayette 1.9, Marshall 1.9, Panola 1.7, Quitman 0.6, Tate 1.2, Tippah 1.2, Tunica 0.5, Union 1.5; MO.: Pemiscot 1.4; TENN.: Chester 0.8, Crockett 0.9, Dyer 2.2, Fayette 1.4, Gibson 3.2, Hardeman 1.4, Haywood 1.2, Lauderdale 1.5, McNairy 1.6, Shelby 50.5, Tipton 2.1. Tot. Hslds.: 602,900.

MERIDIAN, MISS.— ALA.: Choctaw 8.6, Sumter 7.9; MISS.: Clarke 11.3, Kemper 5.2, Lauderdale 40.9, Neshoba 13.6, Newton 11.2. Tot. Hslds.: 67,400.

MIAMI, FLA.— Broward 41.4, Dade 55.9, Monroe 2.7. Tot. Hslds.: 1,271,800.

MILWAUKEE, WISC.— Dodge 3.5, Jefferson 3.3, Kenosha 5.8, Milwaukee 48.3, Ozaukee 3.3, Racine 8.5, Sheboygan 5.0, Walworth 3.6, Washington 4.1, Waukesha 13.6. Tot. Hslds.: 764,900.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 5.8, Beltrami 0.9, Benton 0.8, Big Stone 0.2, Brown 0.8, Carver 1.2, Cass 0.6, Chippewa 0.4, Chisago 0.7, Cottonwood 0.4, Crow Wing 1.4, Dakota 6.6, Douglas 0.9, Goodhue 1.1, Grant 0.2, Hennepin 31.5, Hubbard 0.4, Isanti 0.7, Kanabec 0.4, Kandiyohi 1.1, Lac qui Parle 0.3, Le Sueur 0.7, Lyon 0.7, McLeod 0.9, Martin 0.7, Meeker 0.6, Mille Lacs 0.5, Morrison 0.8, Nicollet 0.8, Pine 0.6, Pope 0.3, Ramsey 14.2, Redwood 0.5, Renville 0.5, Rice 1.2, Scott 1.4, Sherburne 0.9, Sibley 0.4, Stearns 2.8, Steele 0.8, Stevens 0.3, Swift 0.3, Todd 0.7, Traverse 0.1, Wabasha 0.6, Wadena 0.4, Waseca 0.5, Washington 3.4, Watonwan 0.4, Wright 1.8, Yellow Medicine 0.3; WISC.: Barron 1.2, Burnett 0.4, Dunn 0.9, Pepin 0.2, Pierce 0.8, Polk 1.0, St. Croix 1.3. Tot. Hslds.: 1,275,400.

MINOT-BISMARCK-DICKINSON-GLENDIVE, N.D.— MONT.: Daniels 0.7, Dawson 2.8, McCone 0.6, Richland 3.1, Roosevelt 2.8, Sheridan 1.5, Wibaux 0.2; N.D.: Adams 0.9, Billings 0.2, Bottineau 2.2, Bowman 1.1, Burke 1.0, Burleigh 16.0, Divide 0.8, Dunn 1.1, Emmons 1.4, Golden Valley 0.6, Grant 1.0, Hettinger 1.0, Kidder 1.0, Logan 0.8, McHenry 1.9, McIntosh 1.3, McKenzie 1.8, McLean 3.0, Mercer 3.4, Morton 6.6, Mountrail 2.0, Oliver 0.6, Pierce 1.4, Renville 1.0, Rolette 2.6, Sheridan 0.7, Sioux 0.6, Slope 0.3, Stark 6.9, Ward 15.0, Wells 1.9, Williams 6.4; S.D.: Campbell 0.6, Corson 1.0, Perkins 1.2. Tot. Hslds.: 144,500.

MISSOULA, MONT.— Flathead 29.2, Granite 1.4, Lake 10.2, Mineral 2.0, Missoula 38.8, Ravalli 12.6, Sanders 4.7. Tot. Hslds.: 65,300.

MOBILE-PENSACOLA, ALA.— Baldwin 7.7, Clarke 2.1, Conecuh 1.2, Escambia 2.8, Mobile 31.1, Monroe 1.7, Washington 1.3; FLA.: Escambia 22.9, Okaloosa 12.2, Santa Rosa 5.5; MISS.: George 1.2, Greene 0.7, Jackson 9.7. Tot. Hslds.: 401,800.

MONROE-EL DORADO, LA.— ARK.: Ashley 5.1, Union 10.1; LA.: Caldwell 2.5, Catahoula 2.4, Concordia 4.3, East Carroll 2.0, Franklin 4.6, Jackson 3.7, La Salle 3.3, Lincoln 7.6, Madison 3.1, Morehouse 7.1, Ouachita 28.0, Richland 4.3, Tensas 1.6, Union 4.3, West Carroll 2.5, Winn 3.4. Tot. Hslds.: 164,800.

MONTGOMERY-SELMA, ALA.— Autauga 5.8, Bullock 1.6, Butler 3.7, Covington 6.7, Crenshaw 2.4, Dallas 8.6, Elmore 7.9, Lowndes 1.9, Macon 4.0, Marengo 3.9, Montgomery 37.3, Perry 2.2, Pike 4.8, Tallapoosa 6.9, Wilcox 2.1. Tot. Hslds.: 216,000.

NASHVILLE, TENN.— KY.: Allen 0.8, Barren 1.8, Butler 0.6, Christian 2.8, Clinton 0.5, Cumberland 0.4, Logan 1.4, Monroe 0.7, Simpson 0.8, Todd 0.6, Trigg 0.5; TENN.: Bedford 1.6, Benton 0.8, Cannon 0.6, Cheatham 1.4, Clay 0.4, Coffee 2.3, Davidson 29.1, Decatur 0.6, De Kalb 0.8, Dickson 1.8, Franklin 1.7, Giles 1.3, Henry 1.6, Hickman 0.8, Houston 0.5, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.2, Maury 3.0, Montgomery 4.7, Moore 0.2, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.8, Robertson 2.1, Rutherford 5.8, Smith 0.8, Stewart 0.5, Sumner 5.1, Trousdale 0.4, Van Buren 0.2, Warren 1.6, Wayne 0.8, White 1.1, Williamson 3.9, Wilson 3.5. Tot. Hslds.: 710,500.

NEW ORLEANS, LA.— Jefferson 27.2, Lafourche 4.5, Orleans 33.0, Plaquemines 1.3, St. Bernard 3.7, St. Charles 2.3, St. James 1.0, St. John the Baptist 2.0, St. Tammany 8.3, Tangipahoa 4.9, Terrebonne 6.1, Washington 2.6; MISS.: Hancock 1.9, Pearl River 2.2. Tot. Hslds.: 636,300.

NEW YORK, N.Y.— CONN.: Fairfield 4.2; N.J.: Bergen 4.5, Essex 4.4, Hudson 3.0, Hunterdon 0.5, Middlesex 3.3, Monmouth 2.9, Morris 2.1, Ocean 2.4, Passaic 2.4, Somerset 1.1, Sussex 0.6, Union 2.7, Warren 0.5; N.Y.: Bronx 6.6, Dutchess 1.3, Kings 12.7, Nassau 6.3, New York (Manhattan) 10.9, Orange 1.4, Putnam 0.4, Queens 10.7, Richmond 1.8, Rockland 1.2, Suffolk 6.1, Sullivan 0.4, Ulster 0.9, Westchester 4.6; PA.: Pike 0.1. Tot. Hslds.: 7,070,800.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 0.9, Currituck 1.0, Dare 1.5, Gates 0.6, Hertford 1.5, Northampton 1.4, Pasquotank 2.0, Perquimans 0.7; VA.: Accomack 2.2, Chesapeake city 8.5, Franklin city 0.5, Gloucester 1.9, Hampton city 8.0, Isle of Wight 1.5, James City 1.7, Mathews 0.7, Newport News city 10.6, Norfolk city 16.5, Northampton 1.0, Poquoson city 0.6, Portsmouth city 7.2, Southampton 1.0, Suffolk city 3.2, Surry 0.4, Virginia Beach city 21.4, Williamsburg city 0.7, York 2.4. Tot. Hslds.: 567,100.

NORTH PLATTE, NEB.— Arthur 1.1, Blaine 1.6, Hooker 2.2, Keith 20.3, Lincoln 69.2, Logan 2.2, McPherson 1.1, Thomas 2.2. Tot. Hslds.: 18,200.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.6; TEX.: Andrews 3.5, Brewster 2.1, Crane 1.1, Ector 32.6, Gaines 3.2, Glasscock 0.3, Howard 8.9, Jeff Davis 0.4, Loving 0.1, Martin 1.1, Midland 29.0, Pecos 3.4, Presidio 1.3, Reagan 1.0, Reeves 3.4, Terrell 0.4, Upton 1.1, Ward 3.2, Winkler 2.2. Tot. Hslds.: 142,300.

OKLAHOMA CITY, OKLA.— Alfalfa 0.4, Beckham 1.3, Blaine 0.8, Caddo 2.1, Canadian 4.3, Cleveland 8.9, Custer 1.9, Dewey 0.4, Ellis 0.4, Garfield 4.0, Garvin 1.9, Grady 2.7, Grant 0.4, Greer 0.5, Harmon 0.3, Harper 0.3, Hughes 0.9, Kay 3.4, Kingfisher 0.9, Kiowa 0.9, Lincoln 2.0, Logan 1.8, McClain 1.5, Major 0.5, Murray 0.8, Noble 0.8, Okfuskee 0.7, Oklahoma 41.8, Payne 4.6, Pottawatomie 3.7, Roger Mills 0.3, Seminole 1.8, Washita 0.8, Woods 0.7, Woodward 1.2. Tot. Hslds.: 566,100.

OMAHA, NEB.— IOWA: Adams 0.6, Cass 1.8, Crawford 1.9, Fremont 1.1, Harrison 1.7, Mills 1.3, Montgomery 1.5, Page 2.1, Pottawattamie 9.6, Shelby 1.5, Taylor 0.9; MO.: Atchison 0.9; NEB.: Burt 1.0, Butler 0.9, Cass 2.4, Colfax 1.0, Cuming 1.1, Dodge 4.0, Douglas 45.4, Johnson 0.6, Nemaha 0.9, Otoe 1.7, Pawnee 0.4, Richardson 1.2, Sarpy 9.2, Saunders 2.0, Seward 1.7, Washington 1.7. Tot. Hslds.: 362,600.

ORLANDO-DAYTONA BEACH-MELBOURNE, FLA.— Brevard 16.7, Flagler 1.1, Lake 7.2, Marion 8.9, Orange 28.8, Osceola 4.4, Seminole 11.8, Sumter 1.4, Volusia 17.8. Tot. Hslds.: 841,800.

OTTUMWA-KIRKSVILLE, IOWA— Davis 11.5, Jefferson 22.8, Van Buren 10.8; MO.: Adair 31.3, Putnam 7.3, Schuyler 6.8, Sullivan 9.7. Tot. Hslds.: 26,800.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL.: Alexander 1.4, Franklin 5.3, Gallatin 0.9, Hamilton 1.2, Hardin 0.7, Jackson 7.2, Johnson 1.0, Massac 1.9, Pope 0.6, Pulaski 1.1, Saline 3.7, Union 2.3, Williamson 7.5; KY.: Ballard 1.0, Caldwell 1.5, Calloway 3.6, Carlisle 0.6, Crittenden 1.0, Fulton 0.9, Graves 4.0, Hickman 0.6, Livingston 1.1, Lyon 0.7, McCracken 7.4, Marshall 3.2; MO.: Bollinger 1.3, Butler 4.5, Cape Girardeau 6.9, Carter 0.6, Dunklin 3.9, Mississippi 1.6, New Madrid 2.3, Reynolds 0.8, Scott 4.5, Stoddard 3.4, Wayne 1.3; TENN.: Lake 0.6, Obion 4.0, Weakley 3.7. Tot. Hslds.: 291,300.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 66,800.

PANAMA CITY, FLA.— Bay 62.9, Calhoun 4.2, Franklin 3.5, Gulf 5.3, Liberty 2.1, Walton 13.9, Washington 7.8. Tot. Hslds.: 80,800.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hslds.: 30,300.

PEORIA-BLOOMINGTON, ILL.— Fulton 7.3, McLean 22.0, Marshall 2.4, Mason 3.2, Peoria 34.4, Putnam 1.0, Stark 1.2, Tazewell 22.9, Woodford 5.6. Tot. Hslds.: 210,400.

PHILADELPHIA, PA.— DEL.: Kent 1.4, New Castle 5.7; N.J.: Atlantic 3.1, Burlington 5.0, Camden 6.8, Cape May 1.5, Cumberland 1.8, Gloucester 2.6, Mercer 4.4, Salem 0.8; PA.: Berks 4.8, Bucks 7.1, Chester 4.7, Delaware 7.0, Lehigh 4.2, Monroe 1.3, Montgomery 9.4, Northampton 3.4, Philadelphia 23.7. Tot. Hslds.: 2,700,800.

PHOENIX, ARIZ.— Apache (southern portion) 0.4, Gila 1.6, Graham 0.8, Greenlee 0.3, La Paz 0.6, Maricopa 81.7, Mohave 3.5, Navajo 2.3, Pinal 3.8, Yavapai 4.3; CALIF.: Riverside (eastern portion) 0.8. Tot. Hslds.: 881,700.

PITTSBURGH, PA.— MD.: Garrett 0.8; PA.: Allegheny 46.5, Armstrong 2.5, Beaver 6.1, Butler 4.7, Clarion 1.3, Fayette 4.8, Greene 1.3, Indiana 2.8, Lawrence 3.2, Venango 2.0, Washington 6.9, Westmoreland 12.3; W.VA.: Hancock 1.3, Monongalia 2.5, Preston 1.0. Tot. Hslds.: 1,177,800.

PORTLAND, ORE.— Baker 0.7, Clackamas 11.7, Clatsop 1.6, Columbia 1.7, Crook 0.7, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.6, Lincoln 1.9, Linn 4.1, Marion 10.1, Multnomah 29.5, Polk 2.2, Sherman 0.1, Tillamook 1.1, Union 1.0, Wasco 1.0, Washington 13.2, Wheeler 0.1, Yamhill 2.6; WASH.: Clark 9.9, Cowlitz 3.6, Klickitat 0.8, Skamania 0.4, Wahkiakum 0.2. Tot. Hslds.: 822,800.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 11.5, Cumberland 27.4, Franklin 3.3, Kennebec 13.1, Knox 4.2, Lincoln 3.4, Oxford 5.9, Sagadahoc 3.7, York 18.1; N.H.: Carroll 4.4, Coos 4.0. Tot. Hslds.: 334,900.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 29,800.

PROVIDENCE-NEW BEDFORD, R.I.— MASS.: Bristol 33.2, Dukes 1.0; R.I.: Bristol 2.9, Kent 10.7, Newport 5.6, Providence 39.9, Washington 6.7. Tot. Hslds.: 556,300.

QUINCY-HANNIBAL, ILL.— Adams 21.6, Brown 1.6, Cass 4.4, Hancock 7.5, McDonough 10.2, Pike 5.9, Schuyler 2.5, Scott 1.9; IOWA: Lee 13.3; MO.: Clark 2.4, Knox 1.7, Lewis 3.0, Macon 5.2, Marion 8.7, Monroe 2.9, Ralls 2.8, Scotland 1.7, Shelby 2.4. Tot. Hslds.: 122,700.

RALEIGH-DURHAM, N.C.— Chatham 2.1, Cumberland 12.8, Durham 10.9, Edgecombe 3.0, Franklin 1.9, Granville 1.9, Halifax 2.9, Harnett 3.5, Hoke 1.1, Johnston 4.5, Lee 2.3, Moore 3.5, Nash 4.0, Orange 5.0, Person 1.6, Sampson 2.7, Scotland 1.8, Vance 2.1, Wake 21.9, Warren 0.8, Wayne 5.2, Wilson 3.5; VA.: Mecklenburg 1.0. Tot. Hslds.: 665,100.

RAPID CITY, S.D.— MONT.: Carter 0.7; NEB.: Banner 0.3, Garden 1.2, Grant 0.3, Morrill 2.6, Sheridan 3.2, Sioux 0.9; S.D.: Bennett 1.2, Butte 3.8, Custer 3.1, Fall River 3.6, Haakon 1.2, Harding 0.7, Jackson 1.4, Lawrence 8.4, Meade 9.4, Pennington 36.8, Shannon 3.0, Ziebach 0.7; WYO.: Crook 2.8, Sheridan 11.6, Weston 3.2. Tot. Hslds.: 80,900.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 6.8, Lassen 4.3, Mono 2.1, Placer (eastern portion) 2.4; NEV.: Carson City 8.8, Churchill 3.5, Douglas 5.5, Esmeralda 0.2, Eureka 0.3, Humboldt 2.4, Lander 1.0, Lyon 3.9, Mineral 1.4, Nye (northern portion) 1.5, Pershing 0.9, Storey 0.3, Washoe 54.2. Tot. Hslds.: 190,300.

RICHMOND, VA.— Amelia 0.6, Augusta 4.2, Brunswick 1.2, Buckingham 0.9, Caroline 1.5, Charles City 0.5, Chesterfield 14.1, Colonial Heights city 1.4, Cumberland 0.7, Dinwiddie 1.4, Emporia city 0.4, Essex 0.7, Fluvanna 1.0, Goochland 1.0, Greene 0.7, Greensville 0.7, Hanover 4.6, Henrico 18.8, Hopewell city 2.0, King and Queen 0.5, King William 0.8, Lancaster 1.0, Louisa 1.8, Lunenburg 1.0, Madison 0.9, Middlesex 0.8, Nelson 1.0, New Kent 0.9, Northumberland 0.9, Nottoway 1.2, Orange 1.7, Petersburg city 3.6, Powhatan 0.9, Prince Edward 1.2, Prince George 1.5, Richmond 0.6, Richmond city 20.4, Staunton city 1.8, Sussex 0.6, Waynesboro city 1.6. Tot. Hslds.: 466,700.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.2, Amherst 2.8, Appomattox 1.3, Bath 0.5, Bedford 3.6, Bedford city 0.7, Botetourt 2.5, Buena Vista city 0.6, Campbell 4.5, Carroll 2.6, Charlotte 1.1, Clifton Forge city 0.5, Covington city 0.8, Craig 0.4, Danville city 4.8, Floyd 1.3, Franklin 3.6, Giles 1.7, Grayson 1.7, Halifax 2.7, Henry 5.8, Highland 0.3, Lexington city 0.5, Lynchburg city 7.0, Martinsville city 2.0, Montgomery 6.4, Pittsylvania 6.2, Pulaski 3.5, Radford city 1.1, Roanoke 7.5, Roanoke city 12.8, Rockbridge 1.6, Salem city 2.4, South Boston city 0.7, Wythe 2.8; W.VA.: Pocahontas 1.0. Tot. Hslds.: 364,800.

ROCHESTER, N.Y.— Livingston 5.7, Monroe 75.9, Ontario 9.4, Wayne 9.0. Tot. Hslds.: 334,700.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.9, Floyd 5.0, Hancock 3.9, Howard 2.8, Kossuth 5.4, Mitchell 3.2, Winnebago 3.6, Worth 2.4; MINN.: Dodge 3.7, Faribault 5.0, Fillmore 5.4, Freeborn 9.4, Mower 10.4, Olmsted 26.1. Tot. Hslds.: 142,800.

ROCKFORD, ILL.— Boone 7.0, Lee 8.2, Ogle 11.0, Stephenson 12.3, Winnebago 61.5. Tot. Hslds.: 157,200.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.1, Calaveras 1.3, Colusa 0.6, El Dorado (western portion) 3.3, Nevada 3.1, Placer (western portion) 5.4, Plumas 0.8, Sacramento 39.0, San Joaquin 16.0, Sierra 0.2, Solano (eastern portion) 6.3, Stanislaus 12.0, Sutter 2.3, Tuolumne 1.7, Yolo 5.0, Yuba 2.1. Tot. Hslds.: 969,200.

ST. JOSEPH, MO.— Buchanan 68.0, Harrison 8.3, Holt 5.6, Nodaway 15.8, Worth 2.3. Tot. Hslds.: 46,100.

ST. LOUIS, MO.— ILL.: Bond 0.6, Calhoun 0.2, Clinton 1.1, Fayette 0.7, Greene 0.6, Jefferson 1.4, Jersey 0.7, Macoupin 1.8, Madison 8.5, Marion 1.5, Monroe 0.7, Montgomery 1.1, Perry 0.8, Randolph 1.1, St. Clair 8.7, Washington 0.5; MO.: Crawford 0.7, Franklin 2.4, Gasconade 0.5, Iron 0.3, Jefferson 5.0, Lincoln 0.8, Madison 0.4, Montgomery 0.4, Perry 0.5, Phelps 1.1, Pike 0.5, St. Charles 5.8, Ste. Genevieve 0.5, St. Francois 1.4, St. Louis 33.2, St. Louis city 16.3, Warren 0.6, Washington 0.6. Tot. Hslds.: 1,122,800.

SALINAS-MONTEREY, CALIF.— Monterey 53.8, San Benito 5.4, Santa Cruz 40.8. Tot. Hslds.: 214,300.

SALISBURY, MD.— DEL.: Sussex 46.8; MD.: Somerset 7.6, Wicomico 29.4, Worcester 16.2. Tot. Hslds.: 82,500.

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1; IDA.: Bear Lake 0.4, Caribou 0.5, Franklin 0.5, Oneida 0.2; MONT.: Fallon 0.2; NEV.: Elko 1.6, White Pine 0.5; UTAH: Beaver 0.3, Box Elder 1.9, Cache 3.5, Carbon 1.3, Daggett 0.0, Davis 8.7, Duchesne 0.7, Emery 0.6, Garfield 0.2, Grand 0.5, Iron 1.1, Juab 0.3, Kane 0.3, Millard 0.7, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 39.9, San Juan 0.5, Sanpete 0.9, Sevier 0.9, Summit 0.8, Tooele 1.5, Uintah 1.2, Utah 11.4, Wasatch 0.5, Washington 2.2, Wayne 0.1, Weber 9.2; WYO.: Big Horn 0.7, Hot Springs 0.4, Sublette 0.3, Sweetwater 2.6, Teton 0.9, Uinta 1.1, Washakie 0.6. Tot. Hslds.: 598,000.

SAN ANGELO, TEX.— Concho 2.3, Crockett 3.1, Irion 1.0, Kimble 3.3, McCulloch 7.3, Menard 1.9, Schleicher 1.9, Sterling 0.8, Sutton 3.1, Tom Green 75.3. Tot. Hslds.: 48,100.

SAN ANTONIO, TEX.— Atascosa 1.8, Bandera 0.7, Bexar 70.9, Comal 3.4, De Witt 1.3, Dimmit 0.6, Edwards 0.1, Frio 0.8, Goliad 0.3, Gonzales 1.1, Guadalupe 3.8, Karnes 0.8, Kendall 1.0, Kerr 2.7, Kinney 0.1, La Salle 0.3, Lavaca 1.3, McMullen 0.1, Maverick 1.8, Medina 1.6, Real 0.2, Uvalde 1.4, Val Verde 2.3, Wilson 1.2, Zavala 0.6. Tot. Hslds.: 466,600.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 867,400.

SAN FRANCISCO-OAKLAND-SAN JOSE, CALIF.— Alameda 21.7, Contra Costa 12.9, Lake 1.0, Marin 4.3, Mendocino 1.3, Napa 1.8, San Francisco 14.8, San Mateo 10.9, Santa Clara 22.6, Solano (western portion) 2.0, Sonoma 6.5. Tot. Hslds.: 2,247,800.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 37.5, Santa Barbara 62.5. Tot. Hslds.: 209,300.

SAVANNAH, GA.— Appling 2.5, Bacon 1.6, Bryan 2.2, Bulloch 5.6, Candler 1.2, Chatham 36.1, Effingham 3.6, Evans 1.4, Jeff Davis 1.9, Liberty 5.7, Long 0.8, McIntosh 1.4, Montgomery 1.0, Pierce 2.0, Screven 2.5, Tattnall 2.7, Toombs 4.0, Treutlen 0.9, Wayne 3.2, Wheeler 0.8; S.C.: Beaufort 13.4, Hampton 3.1, Jasper 2.5. Tot. Hslds.: 226,300.

SEATTLE-TACOMA, WASH.— Chelan 1.8, Clallam 1.7, Grays Harbor 1.9, Island 1.6, Jefferson 0.6, King 44.9, Kitsap 5.2, Kittitas (western portion) 0.2, Lewis 1.7, Mason 1.1, Pacific 0.6, Pierce 16.0, San Juan 0.3, Skagit 2.2, Snohomish 12.2, Thurston 4.7, Whatcom 3.5. Tot. Hslds.: 1,311,600.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.4, Hempstead 2.1, Howard 1.3, Lafayette 0.9, Little River 1.2, Miller 3.5, Sevier 1.4; LA.: Bienville 1.5, Bossier 7.9, Caddo 25.1, Claiborne 1.5, De Soto 2.5, Natchitoches 3.5, Red River 0.9, Sabine 2.6, Webster 4.2; OKLA.: McCurtain 3.2; TEX.: Bowie 7.6, Camp 1.0, Cass 2.7, Franklin 0.8, Harrison 5.0, Marion 1.0, Morris 1.3, Panola 2.1, Red River 1.5, Rusk 4.0, Shelby 2.3, Titus 2.2, Upshur 2.9. Tot. Hslds.: 407,300.

SIOUX CITY, IOWA— Buena Vista 4.9, Cherokee 3.8, Clay 4.7, Dickinson 3.9, Ida 2.2, Monona 2.8, O'Brien 3.9, Palo Alto 2.8, Plymouth 5.9, Sac 3.4, Sioux 6.7, Woodbury 24.3; NEB.: Antelope 2.0, Cedar 2.5, Dakota 4.1, Dixon 1.7, Knox 2.5, Madison 8.0, Pierce 2.0, Stanton 1.6, Thurston 1.5, Wayne 2.1; S.D.: Union 2.7. Tot. Hslds.: 157,100.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 1.9, Osceola 1.3; MINN.: Jackson 2.0, Lincoln 1.2, Murray 1.6, Nobles 3.2, Pipestone 1.6, Rock 1.6; NEB.: Boyd 0.5, Cherry 1.1, Keya Paha 0.2; S.D.: Aurora 0.5, Beadle 3.1, Bon Homme 1.1, Brookings 3.7, Brown 6.1, Brule 0.8, Buffalo 0.2, Charles Mix 1.4, Clark 0.8, Clay 2.1, Codington 3.7, Davison 2.8, Day 1.2, Deuel 0.8, Dewey 0.6, Douglas 0.6, Edmunds 0.7, Faulk 0.5, Grant 1.3, Gregory 0.9, Hamlin 0.8, Hand 0.8, Hanson 0.5, Hughes 2.6, Hutchinson 1.4, Hyde 0.3, Jerauld 0.5, Jones 0.3, Kingsbury 1.1, Lake 1.8, Lincoln 2.2, Lyman 0.5, McCook 1.0, McPherson 0.6, Marshall 0.8, Mellette 0.3, Miner 0.6, Minnehaha 21.4, Moody 1.0, Potter 0.5, Roberts 1.6, Sanborn 0.5, Spink 1.4, Stanley 0.4, Sully 0.3, Todd 0.8, Tripp 1.1, Turner 1.4, Walworth 1.1, Yankton 3.0. Tot. Hslds.: 236,900.

SOUTH BEND-ELKHART, IND.— Elkhart 18.5, Fulton 2.5, Kosciusko 8.1, La Grange 3.2, Marshall 5.2, Pulaski 1.7, St. Joseph 30.5, Starke 2.7; MICH.: Berrien 21.2, Cass 6.2. Tot. Hslds.: 296,500.

SPOKANE, WASH.— IDA.: Benewah 1.0, Bonner 3.1, Boundary 0.8, Clearwater 1.0, Idaho 1.6, Kootenai 8.1, Latah 3.3, Lewis 0.4, Nez Perce 4.0, Shoshone 1.7; MONT.: Lincoln 2.1; ORE.: Wallowa 0.9; WASH.: Adams 1.6, Asotin 2.1, Columbia 0.5, Douglas 3.0, Ferry 0.6, Garfield 0.3, Grant 6.2, Lincoln 1.2, Okanogan 3.9, Pend Oreille 1.0, Spokane 43.4, Stevens 3.4, Whitman 4.8. Tot. Hslds.: 327,200.

SPRINGFIELD, MASS.— Franklin 11.1, Hampden 60.2, Hampshire 19.7. Tot. Hslds.: 246,100.

SPRINGFIELD, MO.— ARK.: Baxter 4.5, Boone 3.9, Carroll 2.7, Fulton 1.5, Marion 1.8, Newton 1.0; MO.: Barry 3.5, Benton 1.6, Camden 3.5, Cedar 1.7, Christian 3.7, Dade 1.0, Dallas 1.7, Dent 1.9, Douglas 1.5, Greene 26.5, Hickory 1.1, Howell 4.0, Laclede 3.5, Lawrence 4.0, Oregon 1.3, Ozark 1.2, Polk 2.6, Pulaski 4.0, St. Clair 1.2, Shannon 1.0, Stone 2.6, Taney 3.6, Texas 2.8, Webster 2.7, Wright 2.1. Tot. Hslds.: 296,800.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 18.6, Christian 4.2, Coles 5.7, De Witt 2.1, Douglas 2.2, Effingham 3.6, Ford 1.7, Logan 3.1, Macon 14.3, Menard 1.4, Morgan 4.3, Moultrie 1.6, Piatt 1.9, Sangamon 22.2, Shelby 2.7, Vermilion 12.4. Tot. Hslds.: 338,600.

SYRACUSE, N.Y.— Cayuga 7.7, Cortland 4.5, Madison 6.0, Oneida (western portion) 9.1, Onondaga 46.0, Oswego 11.1, Schuyler 1.7, Seneca 3.2, Tompkins 6.5, Yates 2.3. Tot. Hslds.: 375,800.

TALLAHASSEE-THOMASVILLE, FLA.— Gadsden 8.0, Hamilton 1.6, Jefferson 2.2, Lafayette 0.6, Leon 37.9, Madison 2.8, Suwannee 5.2, Taylor 3.7, Wakulla 2.7; GA.: Brooks 2.8, Decatur 4.9, Echols 0.4, Grady 4.1, Lowndes 14.0, Seminole 1.8, Thomas 7.2. Tot. Hslds.: 166,100.

TAMPA-ST. PETERSBURG (SARASOTA), FLA.— Citrus 3.1, De Soto 0.6, Hardee 0.6, Hernando 2.9, Highlands 2.2, Hillsborough 25.0, Manatee 6.3, Pasco 9.0, Pinellas 29.6, Polk 11.6, Sarasota 9.1. Tot. Hslds.: 1,299,100.

TERRE HAUTE, IND.— ILL.: Clark 4.1, Clay 3.7, Crawford 4.9, Cumberland 2.6, Edgar 5.1, Jasper 2.6, Lawrence 4.0, Richland 4.1; IND.: Clay 5.8, Daviess 6.4, Greene 7.5, Knox 9.6, Martin 2.4, Parke 3.5, Sullivan 4.9, Vermillion 4.3, Vigo 24.4. Tot. Hslds.: 164,200.

TOLEDO, OHIO— MICH.: Lenawee 7.8; OHIO: Defiance 3.5, Fulton 3.5, Hancock 6.1, Henry 2.6, Lucas 43.9, Ottawa 3.8, Putnam 2.7, Sandusky 5.7, Seneca 5.4, Williams 3.5, Wood 9.5, Wyandot 2.0. Tot. Hslds.: 411,300.

TOPEKA, KANS.— Brown 3.1, Clay 2.5, Coffey 2.4, Geary 7.0, Jackson 2.9, Lyon 8.9, Marshall 3.5, Morris 1.7, Nemaha 2.8, Osage 3.9, Pottawatomie 3.9, Riley 13.0, Shawnee 42.5, Wabaunsee 1.6. Tot. Hslds.: 152,800.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.0, Benzie 2.8, Charlevoix 5.1, Cheboygan 5.1, Chippewa 6.2, Crawford 2.3, Emmet 5.8, Grand Traverse 14.3, Kalkaska 3.0, Lake 2.3, Leelanau 3.8, Luce 1.3, Mackinac 2.4, Manistee 5.7, Mason 6.3, Missaukee 2.4, Montmorency 2.0, Osceola 4.7, Oscoda 1.8, Otsego 3.7, Presque Isle 3.3, Roscommon 5.2, Wexford 8.4. Tot. Hslds.: 183,300.

TUCSON, ARIZ.— Cochise 11.9, Pima 84.6, Santa Cruz 2.8; N.M.: Hidalgo 0.7. Tot. Hslds.: 305,900.

TULSA, OKLA.— KANS.: Chautauqua 0.5, Montgomery 3.5; OKLA.: Adair 1.5, Cherokee 2.7, Craig 1.2, Creek 5.6, Delaware 2.4, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 2.8, Muskogee 5.8, Nowata 0.9, Okmulgee 3.3, Osage 3.4, Pawnee 1.5, Pittsburg 3.7, Rogers 4.4, Tulsa 45.6, Wagoner 3.9, Washington 3.8. Tot. Hslds.: 458,100.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 54,800.

TWIN FALLS, IDA.— Gooding 14.2, Jerome 17.2, Lincoln 4.0, Twin Falls 64.6. Tot. Hslds.: 30,200.

TYLER-LONGVIEW-JACKSONVILLE, TEX.— Angelina 14.7, Cherokee 6.1, Gregg 24.4, Houston 5.1, Nacogdoches 11.2, San Augustine 2.0, Smith 33.5. Tot. Hslds.: 166,800.

UTICA, N.Y.— Herkimer 23.7, Oneida (eastern portion) 55.3, Otsego 21.0. Tot. Hslds.: 103,700.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 26,100.

WACO-TEMPLE-BRYAN, TEX.— Bell 26.5, Brazos 18.7, Burleson 2.1, Coryell 7.1, Falls 2.9, Lampasas 2.3, Leon 2.2, McLennan 26.9, Madison 1.5, Milam 3.8, Mills 0.7, Robertson 2.5, San Saba 1.0. Tot. Hslds.: 244,400.

WASHINGTON, D.C.— District of Columbia 15.2; MD.: Allegany 1.7, Calvert 1.0, Charles 1.8, Frederick 2.9, Montgomery 16.1, Prince George's 14.9, St. Mary's 1.4; PA.: Franklin 2.7, Fulton 0.3; VA.: Alexandria city 3.3, Arlington 4.6, Clarke 0.2, Culpeper 0.5, Fairfax 16.2, Fairfax city 0.4, Falls Church city 0.3, Fauquier 1.0, Frederick 0.8, Fredericksburg city 0.5, King George 0.3, Loudoun 1.5, Manassas city 0.4, Manassas Park city 0.1, Page 0.5, Prince William 3.6, Rappahannock 0.1, Shenandoah 0.7, Spotsylvania 0.8, Stafford 1.0, Warren 0.6, Westmoreland 0.4, Winchester city 0.5; W.VA.: Berkeley 1.3, Hampshire 0.4, Hardy 0.2, Jefferson 0.8, Mineral 0.6, Morgan 0.3. Tot. Hslds.: 1,678,700.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 42.6, Lewis 11.1, St. Lawrence 46.2. Tot. Hslds.: 82,300.

WAUSAU-RHINELANDER, WISC.— Adams 3.2, Clark 7.3, Forest 2.1, Langlade 4.6, Lincoln 6.7, Marathon 25.2, Oneida 7.9, Portage 12.4, Price 3.8, Taylor 4.0, Vilas 4.6, Wood 18.1. Tot. Hslds.: 103,900.

WEST PALM BEACH-FT. PIERCE-VERO BEACH, FLA.— Indian River 7.3, Martin 7.9, Okeechobee 2.2, Palm Beach 72.0, St. Lucie 10.7. Tot. Hslds.: 501,600.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 19.5, Guernsey 9.7, Harrison 3.6, Jefferson 20.1, Monroe 3.9, Noble 2.7; W.VA.: Brooke 6.7, Marshall 9.5, Ohio 14.8, Pleasants 1.8, Tyler 2.5, Wetzel 5.0. Tot. Hslds.: 157,300.

WICHITA-HUTCHINSON, KANS.— Barber 0.6, Barton 2.8, Butler 4.2, Chase 0.3, Cheyenne 0.3, Clark 0.2, Comanche 0.2, Cowley 3.3, Decatur 0.4, Dickinson 1.9, Edwards 0.4, Elk 0.4, Ellis 2.3, Ellsworth 0.7, Finney 2.4, Ford 2.3, Gove 0.3, Graham 0.3, Grant 0.6, Gray 0.4, Greeley 0.2, Greenwood 0.8, Hamilton 0.3, Harper 0.7, Harvey 2.6, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.8, Kiowa 0.3, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.4, Marion 1.2, Meade 0.4, Mitchell 0.7, Morton 0.3, Ness 0.4, Norton 0.6, Osborne 0.5, Ottawa 0.5, Pawnee 0.7, Phillips 0.7, Pratt 1.0, Rawlins 0.3, Reno 5.9, Rice 1.1, Rooks 0.6, Rush 0.4, Russell 0.8, Saline 4.7, Scott 0.5, Sedgwick 35.9, Seward 1.6, Sheridan 0.3, Sherman 0.7, Stafford 0.5, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.7, Trego 0.4, Wallace 0.2, Wichita 0.2; NEB.: Dundy 0.3, Hitchcock 0.3; OKLA.: Beaver 0.7. Tot. Hslds.: 436,000.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 24.1, Cotton 1.7, Jackson 6.5, Jefferson 2.0, Stephens 10.4, Tillman 2.5; TEX.: Archer 1.9, Baylor 1.1, Clay 2.5, Foard 0.8, Hardeman 1.4, Jack 1.7, Knox 1.2, Montague 4.4, Throckmorton 0.6, Wichita 28.5, Wilbarger 3.7, Young 4.8. Tot. Hslds.: 161,900.

WILKES BARRE-SCRANTON, PA.— Carbon 4.4, Clinton 2.9, Columbia 4.7, Lackawanna 17.2, Luzerne 26.1, Lycoming 9.0, Montour 1.3, Northumberland 8.1, Schuylkill 12.8, Snyder 2.6, Sullivan 0.5, Susquehanna 3.1, Union 2.3, Wayne 3.1, Wyoming 2.1. Tot. Hslds.: 495,800.

WILMINGTON, N.C.— Bladen 8.0, Brunswick 13.5, Columbus 13.6, New Hanover 32.7, Pender 7.0, Robeson 25.1. Tot. Hslds.: 142,000.

YAKIMA, WASH.— ORE.: Morrow 1.7, Umatilla 12.4; WASH.: Benton 23.6, Franklin 7.5, Kittitas (eastern portion) 4.6, Walla Walla 10.3, Yakima 39.9. Tot. Hslds.: 176,300.

YOUNGSTOWN, OHIO— Columbiana 14.8, Mahoning 37.3, Trumbull 31.3; PA.: Mercer 16.6. Tot. Hslds.: 279,100.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 32,100.

ADI Population

ADI	(Thous.)	Rank
New York, N.Y.	18,692.0	1
Los Angeles, Calif.	13,801.9	2
Chicago, Ill.	8,578.5	3
Philadelphia, Pa.	7,243.3	4
San Francisco–Oakland–San Jose, Calif.	5,789.6	5
Boston, Mass.	5,582.5	6
Detroit, Mich.	4,670.2	7
Dallas–Ft. Worth, Tex.	4,510.1	8
Washington, D.C.	4,490.8	9
Houston, Tex.	3,949.1	10
Cleveland, Ohio	3,815.8	11
Atlanta, Ga.	3,640.2	12
Minneapolis–St. Paul, Minn.	3,550.8	13
Seattle–Tacoma, Wash.	3,293.7	14
Miami, Fla.	3,141.4	15
Tampa–St. Petersburg (sarasota), Fla.	3,086.1	16
St. Louis, Mo.	3,053.3	17
Pittsburgh, Pa.	3,051.3	18
Sacramento–Stockton, Calif.	2,685.4	19
Denver, Colo.	2,661.6	20
Phoenix, Ariz.	2,556.3	21
Baltimore, Md.	2,539.8	22
Hartford–New Haven, Conn.	2,435.7	23
San Diego, Calif.	2,382.0	24
Indianapolis, Ind.	2,295.9	25
Orlando–Daytona Beach–Melbourne, Fla.	2,112.1	26
Portland, Ore.	2,104.5	27
Milwaukee, Wisc.	2,021.6	28
Cincinnati, Ohio	1,988.9	29
Kansas City, Mo.	1,985.8	30
Charlotte, N.C.	1,920.7	31
Nashville, Tenn.	1,898.1	32
Salt Lake City, Utah	1,891.4	33
Raleigh–Durham, N.C.	1,867.8	34
Columbus, Ohio	1,791.2	35
New Orleans, La.	1,769.7	36
Grand Rapids–Kalamazoo–Battle Creek, Mich.	1,712.5	37
Greenville–Spartanburg–Asheville, S.C.–N.C.	1,687.1	38
Buffalo, N.Y.	1,678.1	39
San Antonio, Tex.	1,677.8	40
Memphis, Tenn.	1,677.5	41
Norfolk–Portsmouth–Newport News–Hampton, Va.	1,641.0	42
Oklahoma City, Okla.	1,565.7	43
Providence–New Bedford, R.I.–Mass.	1,507.3	44
Louisville, Ky.	1,489.5	45
Harrisburg–York–Lancaster–Lebanon, Pa.	1,470.6	46
Albuquerque, N.M.	1,428.0	47
Charleston–Huntington, W.Va.	1,414.0	48
Birmingham, Ala.	1,380.5	49
Greensboro–Winston-Salem–High Point, N.C.	1,333.9	50
Dayton, Ohio	1,316.5	51
Albany–Schenectady–Troy, N.Y.	1,307.5	52
Wilkes-Barre–Scranton, Pa.	1,297.2	53
Fresno–Visalia, Calif.	1,278.6	54
Mobile–Pensacola, Ala.–Fla.	1,275.3	55
Flint–Saginaw–Bay City, Mich.	1,266.2	56
Little Rock, Ark.	1,255.1	57
Richmond, Va.	1,226.3	58
Jacksonville, Fla.	1,226.0	59
Tulsa, Okla.	1,199.6	60
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	1,179.7	61
Wichita–Hutchinson, Kans.	1,121.6	62
Shreveport–Texarkana, La.–Tex.–Ark.	1,113.8	63
Toledo, Ohio	1,104.7	64
Knoxville, Tenn.	1,063.7	65
Syracuse, N.Y.	1,043.8	66
Green Bay–Appleton, Wisc.	1,025.2	67
Roanoke–Lynchburg, Va.	1,019.7	68
Lexington, Ky.	997.6	69
Des Moines, Iowa	967.3	70
Rochester, N.Y.	952.4	71
Omaha, Neb.	934.4	72
Austin, Tex.	911.3	73
Springfield–Decatur–Champaign, Ill.	881.8	74
Portland–Poland Spring, Maine	870.0	75
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	860.9	76
Spokane, Wash.	854.9	77
Davenport–Rock Island–Moline, Iowa–Ill.	830.1	78
Columbia, S.C.	829.7	79
Jackson, Miss.	828.4	80
Cedar Rapids–Waterloo–Dubuque, Iowa	819.8	81
Huntsville–Decatur–Florence, Ala.	807.0	82
South Bend–Elkhart, Ind.	803.2	83
Springfield, Mo.	787.2	84
Chattanooga, Tenn.	786.4	85
Tucson, Ariz.	784.6	86
Johnstown–Altoona, Pa.	775.3	87
Bristol–Kingsport–Johnson City, Tenn.	774.1	88
Baton Rouge, La.	752.7	89
Youngstown, Ohio	744.1	90
Burlington–Plattsburgh, Vt.–N.Y.	722.0	91
El Paso, Tex.	716.8	92
Madison, Wisc.	705.3	93
Evansville, Ind.	704.0	94
McAllen–Brownsville, Tex.	696.5	95
Waco–Temple–Bryan, Tex.	688.2	96
Springfield, Mass.	659.9	97
Lincoln–Hastings–Kearney, Neb.	654.8	98
Las Vegas, Nev.	654.7	99
Savannah, Ga.	651.9	100
Charleston, S.C.	638.9	101
Ft. Wayne, Ind.	637.9	102
Lansing, Mich.	631.8	103
Colorado Springs–Pueblo, Colo.	626.9	104
Sioux Falls–Mitchell, S.D.	626.4	105
Greenville–New Bern–Washington, N.C.	623.6	106
Salinas–Monterey, Calif.	621.0	107
Montgomery–Selma, Ala.	606.4	108
Fargo, N.D.	595.6	109
Augusta, Ga.	592.7	110
Lafayette, La.	570.0	111
Ft. Myers–Naples, Fla.	566.8	112
Peoria–Bloomington, Ill.	559.2	113
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	554.9	114
Corpus Christi, Tex.	526.6	115
Tallahassee–Thomasville, Fla.–Ga.	523.1	116
Ft. Smith, Ark.	519.5	117
Monroe–El Dorado, La.–Ark.	518.6	118
Columbus, Ga.	514.1	119
Amarillo, Tex.	499.9	120
Macon, Ga.	499.2	121
Eugene, Ore.	491.5	122
Yakima, Wash.	473.7	123
Reno, Nev.	467.8	124
Tyler–Longview–Jacksonville, Tex.	467.4	125
Columbus–Tupelo, Miss.	459.5	126
Beaumont–Port Arthur, Tex.	457.6	127
La Crosse–Eau Claire, Wisc.	455.0	128
Duluth–Superior, Minn.–Wisc.	451.1	129
Wichita Falls–Lawton, Tex.–Okla.	445.7	130
Wausau–Rhinelander, Wisc.	445.2	131
Bakersfield, Calif.	434.7	132
Binghamton, N.Y.	434.3	133
Traverse City–Cadillac, Mich.	433.4	134
Boise, Ida.	428.0	135
Terre Haute, Ind.	427.6	136
Florence, S.C.	425.4	137
Erie, Pa.	421.6	138
Rockford, Ill.	415.1	139
Wheeling–Steubenville, W.Va.–Ohio	413.4	140
Bluefield–Beckley–Oak Hill, W.Va.	412.2	141
Sioux City, Iowa	410.4	142
Topeka, Kans.	404.7	143
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	402.1	144
Chico–Redding, Calif.	401.5	145
Odessa–Midland, Tex.	401.4	146
Albany, Ga.	401.2	147
Wilmington, N.C.	392.5	148
Lubbock, Tex.	392.1	149
Joplin–Pittsburg, Mo.–Kans.	370.7	150
Columbia–Jefferson City, Mo.	370.6	151
Rochester–Mason City–Austin, Minn.–Iowa	368.0	152
Medford, Ore.	355.4	153
Quincy–Hannibal, Ill.–Mo.	321.3	154
Bangor, Maine	318.0	155
Idaho Falls–Pocatello, Ida.	313.0	156
Abilene–Sweetwater, Tex.	310.7	157
Clarksburg–Weston, W.Va.	290.7	158
Utica, N.Y.	287.5	159
Dothan, Ala.	286.8	160
Alexandria, La.	261.4	161
Greenwood–Greenville, Miss.	253.0	162
Laurel–Hattiesburg, Miss.	251.6	163
Salisbury, Md.	246.9	164
Watertown–Carthage, N.Y.	239.5	165
Rapid City, S.D.	235.7	166
Elmira, N.Y.	234.9	167
Gainesville, Fla.	227.3	168
Billings–Hardin, Mont.	222.1	169
Lake Charles, La.	216.0	170
Panama City, Fla.	212.4	171
El Centro–Yuma, Calif.–Ariz.	206.4	172
Missoula, Mont.	203.4	173
Ardmore–Ada, Okla.	196.4	174
Jonesboro, Ark.	196.3	175
Palm Springs, Calif.	190.1	176
Meridian, Miss.	185.4	177
Biloxi–Gulfport–Pascagoula, Miss.	182.9	178
Grand Junction–Durango, Colo.	174.8	179
Great Falls, Mont.	173.0	180
Marquette, Mich.	156.5	181
Jackson, Tenn.	153.8	182
Tuscaloosa, Ala.	147.4	183
Eureka, Calif.	136.6	184
San Angelo, Tex.	132.4	185
Laredo, Tex.	131.4	186
Butte, Mont.	127.8	187
St. Joseph, Mo.	125.9	188
Anniston, Ala.	125.3	189
Lafayette, Ind.	123.7	190
Bowling Green, Ky.	120.5	191
Hagerstown, Md.	115.8	192
Casper–Riverton, Wyo.	115.1	193
Lima, Ohio	113.6	194
Cheyenne–Scottsbluff, Wyo.–Neb.	113.0	195
Charlottesville, Va.	105.0	196
Harrisonburg, Va.	103.8	197
Flagstaff, Ariz.	94.0	198
Parkersburg, W.Va.	92.0	199
Presque Isle, Maine	86.1	200
Twin Falls, Ida.	85.6	201
Zanesville, Ohio	85.0	202
Victoria, Tex.	76.4	203
Ottumwa–Kirksville, Iowa–Mo.	75.2	204
Bend, Ore.	71.4	205
Mankato, Minn.	63.3	206
Helena, Mont.	48.3	207
North Platte, Neb.	47.8	208
Alpena, Mich.	42.1	209

ADI Households

ADI	(Thous.)	Rank
New York, N.Y.	7,070.8	1
Los Angeles, Calif.	4,960.3	2
Chicago, Ill.	3,128.5	3
Philadelphia, Pa.	2,703.6	4
San Francisco–Oakland–San Jose, Calif.	2,247.6	5
Boston, Mass.	2,105.0	6
Detroit, Mich.	1,727.0	7
Dallas–Ft. Worth, Tex.	1,693.7	8
Washington, D.C.	1,678.7	9
Cleveland, Ohio	1,448.4	10
Houston, Tex.	1,438.3	11
Atlanta, Ga.	1,349.6	12
Minneapolis–St. Paul, Minn.	1,326.4	13
Seattle–Tacoma, Wash.	1,311.6	14
Tampa–St. Petersburg (sarasota), Fla.	1,299.1	15
Miami, Fla.	1,271.6	16
Pittsburgh, Pa.	1,177.6	17
St. Louis, Mo.	1,122.9	18
Denver, Colo.	1,046.7	19
Sacramento–Stockton, Calif.	999.2	20
Phoenix, Ariz.	991.7	21
Baltimore, Md.	929.9	22
Hartford–New Haven, Conn.	903.8	23
San Diego, Calif.	867.4	24
Indianapolis, Ind.	853.9	25
Orlando–Daytona Beach–Melbourne, Fla.	841.8	26
Portland, Ore.	823.0	27
Milwaukee, Wisc.	764.8	28
Kansas City, Mo.	752.9	29
Cincinnati, Ohio	744.0	30
Charlotte, N.C.	719.9	31
Nashville, Tenn.	710.5	32
Raleigh–Durham, N.C.	685.1	33
Columbus, Ohio	683.9	34
Greenville–Spartanburg–Asheville, S.C.–N.C.	642.3	35
New Orleans, La.	639.8	36
Grand Rapids–Kalamazoo–Battle Creek, Mich.	622.8	37
Buffalo, N.Y.	617.8	38
Memphis, Tenn.	602.9	39
Oklahoma City, Okla.	599.1	40
Salt Lake City, Utah	599.0	41
Norfolk–Portsmouth–Newport News–Hampton, Va.	567.1	42
San Antonio, Tex.	566.6	43
Harrisburg–York–Lancaster–Lebanon, Pa.	557.0	44
Providence–New Bedford, R.I.–Mass.	556.9	45
Louisville, Ky.	544.7	46
Birmingham, Ala.	522.0	47
Charleston–Huntington, W.Va.	520.5	48
Greensboro–Winston-Salem–High Point, N.C.	512.9	49
Albuquerque, N.M.	510.5	50
Dayton, Ohio	502.2	51
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	501.6	52
Wilkes-Barre–Scranton, Pa.	495.8	53
Albany–Schenectady–Troy, N.Y.	492.6	54
Little Rock, Ark.	462.9	55
Mobile–Pensacola, Ala.–Fla.	461.6	56
Tulsa, Okla.	459.1	57
Jacksonville, Fla.	457.1	58
Flint–Saginaw–Bay City, Mich.	455.8	59
Richmond, Va.	439.7	60
Fresno–Visalia, Calif.	435.3	61
Wichita–Hutchinson, Kans.	435.0	62
Toledo, Ohio	411.3	63
Shreveport–Texarkana, La.–Tex.–Ark.	407.3	64
Knoxville, Tenn.	404.0	65
Des Moines, Iowa	383.6	66
Green Bay–Appleton, Wisc.	380.8	67
Syracuse, N.Y.	375.8	68
Lexington, Ky.	365.0	69
Roanoke–Lynchburg, Va.	364.6	70
Rochester, N.Y.	354.7	71
Omaha, Neb.	352.6	72
Austin, Tex.	349.4	73
Springfield–Decatur–Champaign, Ill.	338.8	74
Portland–Poland Spring, Maine	334.8	75
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	331.2	76
Spokane, Wash.	327.2	77
Davenport–Rock Island–Moline, Iowa–Ill.	318.1	78
Cedar Rapids–Waterloo–Dubuque, Iowa	308.3	79
Tucson, Ariz.	305.9	80
Huntsville–Decatur–Florence, Ala.	304.1	81
Columbia, S.C.	297.2	82
Springfield, Mo.	296.8	83
South Bend–Elkhart, Ind.	296.6	84
Chattanooga, Tenn.	293.1	85
Jackson, Miss.	291.2	86
Johnstown–Altoona, Pa.	283.9	87
Bristol–Kingsport–Johnson City, Tenn.	282.5	88
Youngstown, Ohio	279.1	89
Madison, Wisc.	276.2	90
Las Vegas, Nev.	266.7	91
Evansville, Ind.	265.9	92
Burlington–Plattsburgh, Vt.–N.Y.	265.1	93
Lincoln–Hastings–Kearney, Neb.	254.2	94
Baton Rouge, La.	254.0	95
Springfield Mass.	246.1	96
Waco–Temple–Bryan, Tex.	244.4	97
Ft. Myers–Naples, Fla.	242.1	98
Sioux Falls–Mitchell, S.D.	236.9	99
Colorado Springs–Pueblo, Colo.	236.3	100
Ft. Wayne, Ind	232.0	101
Savannah, Ga.	228.3	102
Lansing, Mich.	225.6	103
Greenville–New Bern–Washington, N.C.	222.0	104
El Paso, Tex.	221.0	105
Charleston, S.C.	219.5	106
Fargo, N.D.	218.4	107
Montgomery–Selma, Ala.	218.0	108
Salinas–Monterey, Calif.	214.3	109
Peoria–Bloomington, Ill.	210.4	110
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	209.3	111
Augusta, Ga.	208.0	112
Lafayette, La.	196.1	113
McAllen–Brownsville, Tex.	194.9	114
Ft. Smith, Ark.	194.2	115
Reno, Nev.	190.3	116
Eugene, Ore.	190.2	117
Tallahassee–Thomasville, Fla.–Ga.	188.1	118
Amarillo, Tex.	185.1	119
Monroe–El Dorado, La.–Ark.	184.6	120
Columbus, Ga.	184.2	121
Yakima, Wash.	175.3	122
Macon, Ga.	174.2	123
Corpus Christi, Tex.	174.0	124
Duluth–Superior, Minn.–Wisc.	171.8	125
Tyler–Longview–Jacksonville, Tex.	169.6	126
La Crosse–Eau Claire, Wisc.	166.7	127
Beaumont–Port Arthur, Tex.	165.0	128
Columbus–Tupelo, Miss.	164.3	129
Terre Haute, Ind.	164.2	130
Wausau–Rhinelander, Wisc.	163.9	131
Traverse City–Cadillac, Mich.	163.3	132
Wichita Falls–Lawton, Tex.–Okla.	161.9	133
Binghamton, N.Y.	160.0	134
Wheeling–Steubenville, W.Va.–Ohio	157.3	135
Rockford, Ill.	157.2	136
Sioux City, Iowa	157.1	137
Boise, Ida.	156.8	138
Chico–Redding, Calif.	156.0	139
Erie, Pa.	155.8	140
Bakersfield, Calif.	153.5	141
Florence, S.C.	152.6	142
Topeka, Kans.	152.6	142
Bluefield–Beckley–Oak Hill, W.Va.	151.2	144
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	144.5	145
Joplin–Pittsburg, Mo.–Kans.	143.8	146
Rochester–Mason City–Austin, Minn.–Iowa	142.8	147
Odessa–Midland, Tex.	142.2	148
Wilmington, N.C.	142.0	149
Albany, Ga.	138.3	150
Medford, Ore.	137.8	151
Lubbock, Tex.	137.2	152
Columbia–Jefferson City, Mo.	133.1	153
Quincy–Hannibal, Ill.–Mo.	122.7	154
Bangor, Maine	116.7	155
Abilene–Sweetwater, Tex.	115.9	156
Clarksburg–Weston, W.Va.	112.0	157
Dothan, Ala.	104.3	158
Utica, N.Y.	103.7	159
Idaho Falls–Pocatello, Ida.	102.1	160
Salisbury, Md.	92.5	161
Laurel–Hattiesburg, Miss.	90.6	162
Alexandria, La.	88.6	163
Gainesville, Fla.	87.2	164
Rapid City, S.D.	86.9	165
Billings–Hardin, Mont.	86.5	166
Elmira, N.Y.	85.7	167
Greenwood–Greenville, Miss.	83.2	168
Watertown–Carthage, N.Y.	82.3	169
Panama City, Fla.	80.8	170
Missoula, Mont.	80.2	171
Lake Charles, La.	75.9	172
Ardmore–Ada, Okla.	74.2	173
Jonesboro, Ark.	74.0	174
Palm Springs, Calif.	68.8	175
El Centro–Yuma, Calif.–Ariz.*	67.8	176
Meridian, Miss.	67.4	177
Great Falls, Mont.	66.7	178
Biloxi–Gulfport–Pascagoula, Miss.	65.8	179
Grand Junction–Durango, Colo.	65.8	179
Jackson, Tenn.	58.5	181
Marquette, Mich.	56.3	182
Tuscaloosa, Ala.	54.5	183
Eureka, Calif.	54.0	184
Butte, Mont.	49.5	185
St. Joseph, Mo.	48.1	186
San Angelo, Tex.	48.1	186
Anniston, Ala.	45.2	188
Cheyenne–Scottsbluff, Wyo.–Neb.	44.2	189
Lafayette, Ind.	43.9	190
Bowling Green, Ky.	43.6	191
Casper–Riverton, Wyo.	42.6	192
Hagerstown, Md.	42.1	193
Lima, Ohio	41.6	194
Charlottesville, Va.	40.7	195
Parkersburg, W.Va.	36.2	196
Harrisonburg, Va.	35.8	197
Laredo, Tex.	35.7	198
Zanesville, Ohio	32.1	199
Twin Falls, Ida.	30.2	200
Flagstaff, Ariz.	29.9	201
Presque Isle, Maine	29.8	202
Ottumwa–Kirksville, Iowa–Mo.	28.6	203
Bend, Ore.	27.2	204
Victoria, Tex.	26.1	205
Mankato, Minn.	23.4	206
Helena, Mont.	19.6	207
North Platte, Neb.	18.2	208
Alpena, Mich.	15.9	209

ADI Effective Buying Income (EBI)

ADI	($000)	Rank
New York, N.Y.	294,213,327	1
Los Angeles, Calif.	205,498,327	2
Chicago, Ill.	116,783,280	3
San Francisco–Oakland–San Jose, Calif.	102,526,023	4
Philadelphia, Pa.	100,660,887	5
Boston, Mass.	89,844,518	6
Washington, D.C.	75,507,353	7
Detroit, Mich.	60,322,475	8
Dallas–Ft. Worth, Tex.	56,657,078	9
Houston, Tex.	47,944,458	10
Seattle–Tacoma, Wash.	46,549,486	11
Atlanta, Ga.	46,259,204	12
Minneapolis–St. Paul, Minn.	46,147,117	13
Cleveland, Ohio	45,100,772	14
Miami, Fla.	42,638,534	15
Hartford–New Haven, Conn.	37,946,275	16
Tampa–St. Petersburg (sarasota), Fla.	37,662,746	17
St. Louis, Mo.	37,560,496	18
San Diego, Calif.	36,146,308	19
Sacramento–Stockton, Calif.	35,172,325	20
Pittsburgh, Pa.	35,152,358	21
Baltimore, Md.	33,150,483	22
Denver, Colo.	33,103,032	23
Phoenix, Ariz.	30,711,694	24
Milwaukee, Wisc.	26,261,098	25
Indianapolis, Ind.	26,202,466	26
Portland, Ore.	25,288,858	27
Kansas City, Mo.	25,091,837	28
Orlando–Daytona Beach–Melbourne, Fla.	25,065,624	29
Cincinnati, Ohio	23,359,083	30
Charlotte, N.C.	21,502,922	31
Nashville, Tenn.	20,767,804	32
Raleigh–Durham, N.C.	20,195,786	33
Columbus, Ohio	20,133,489	34
Grand Rapids–Kalamazoo–Battle Creek, Mich.	20,030,732	35
Providence–New Bedford, R.I.–Mass.	19,230,606	36
Norfolk–Portsmouth–Newport News–Hampton, Va.	18,731,394	37
Buffalo, N.Y.	18,570,253	38
Harrisburg–York–Lancaster–Lebanon, Pa.	18,416,618	39
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	17,686,122	40
Salt Lake City, Utah	17,162,309	41
New Orleans, La.	16,859,009	42
Greenville–Spartanburg–Asheville, S.C.–N.C.	16,768,709	43
Albany–Schenectady–Troy, N.Y.	16,330,919	44
San Antonio, Tex.	15,815,036	45
Memphis, Tenn.	15,675,271	46
Louisville, Ky.	15,580,427	47
Dayton, Ohio	15,465,388	48
Greensboro–Winston-Salem–High Point, N.C.	15,407,878	49
Oklahoma City, Okla.	15,190,875	50
Richmond, Va.	15,108,018	51
Fresno–Visalia, Calif.	13,997,297	52
Jacksonville, Fla.	13,894,227	53
Wilkes-Barre–Scranton, Pa.	13,386,152	54
Wichita–Hutchinson, Kans.	13,383,371	55
Birmingham, Ala.	13,342,332	56
Flint–Saginaw–Bay City, Mich.	13,238,393	57
Albuquerque, N.M.	13,132,161	58
Mobile–Pensacola, Ala.–Fla.	13,057,165	59
Rochester, N.Y.	12,902,056	60
Toledo, Ohio	12,592,230	61
Charleston–Huntington, W.Va.	12,276,583	62
Syracuse, N.Y.	12,235,222	63
Little Rock, Ark.	12,052,824	64
Omaha, Neb.	11,253,005	65
Green Bay–Appleton, Wisc.	11,233,148	66
Tulsa, Okla.	11,229,496	67
Roanoke–Lynchburg, Va.	10,939,992	68
Des Moines, Iowa	10,773,839	69
Portland–Poland Spring, Maine	10,710,541	70
Austin, Tex.	10,543,268	71
Knoxville, Tenn.	10,450,044	72
Springfield–Decatur–Champaign, Ill.	10,195,286	73
Shreveport–Texarkana, La.–Tex.–Ark.	9,918,005	74
Davenport–Rock Island–Moline, Iowa–Ill.	9,578,105	75
Lexington, Ky.	9,223,413	76
Cedar Rapids–Waterloo–Dubuque, Iowa	8,924,221	77
Spokane, Wash.	8,794,071	78
South Bend–Elkhart, Ind.	8,618,862	79
Madison, Wisc.	8,612,799	80
Columbia, S.C.	8,560,271	81
Springfield, Mass.	8,486,384	82
Las Vegas, Nev.	8,446,346	83
Salinas–Monterey, Calif.	8,385,674	84
Huntsville–Decatur–Florence, Ala.	8,203,827	85
Tucson, Ariz.	8,065,372	86
Youngstown, Ohio	8,034,893	87
Burlington–Plattsburgh, Vt.–N.Y.	7,986,111	88
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	7,898,026	89
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	7,875,004	90
Chattanooga, Tenn.	7,757,435	91
Bristol–Kingsport–Johnson City, Tenn.	7,556,853	92
Evansville, Ind.	7,431,511	93
Johnstown–Altoona, Pa.	7,336,487	94
Ft. Myers–Naples, Fla.	7,335,135	95
Peoria–Bloomington, Ill.	7,304,407	96
Jackson, Miss.	7,259,882	97
Lansing, Mich	7,189,548	98
Springfield, Mo.	7,153,016	99
Lincoln–Hastings–Kearney, Neb.	7,103,825	100
Baton Rouge, La.	6,951,918	101
Ft. Wayne, Ind.	6,935,435	102
Waco–Temple–Bryan, Tex.	6,640,060	103
Savannah, Ga.	6,416,289	104
Colorado Springs–Pueblo, Colo.	6,333,846	105
Reno, Nev.	6,250,531	106
Sioux Falls–Mitchell, S.D.	6,019,100	107
Charleston, S.C.	5,817,172	108
Fargo, N.D.	5,762,600	109
Augusta, Ga.	5,668,420	110
El Paso, Tex.	5,668,198	111
Greenville–New Bern–Washington, N.C.	5,474,642	112
Bakersfield, Calif.	5,345,807	113
Yakima, Wash.	5,285,299	114
Montgomery–Selma, Ala.	5,192,758	115
Rockford, Ill.	5,136,756	116
Macon, Ga.	5,110,161	117
Eugene, Ore.	5,036,320	118
Tallahassee–Thomasville, Fla.–Ga.	5,029,680	119
Amarillo, Tex.	4,990,936	120
Binghamton, N.Y.	4,985,382	121
Beaumont–Port Arthur, Tex.	4,946,049	122
Ft. Smith, Ark.	4,850,024	123
Lafayette, La.	4,784,335	124
Columbus, Ga.	4,755,958	125
Erie, Pa.	4,713,046	126
La Crosse–Eau Claire, Wisc.	4,691,789	127
Tyler–Longview–Jacksonville, Tex.	4,680,689	128
Wausau–Rhinelander, Wisc.	4,648,480	129
Corpus Christi, Tex.	4,601,202	130
Topeka, Kans.	4,588,306	131
Duluth–Superior, Minn.–Wisc.	4,563,306	132
Odessa–Midland, Tex.	4,476,859	133
Chico–Redding, Calif.	4,319,356	134
Terre Haute, Ind.	4,313,433	135
Boise, Ida.	4,287,413	136
McAllen–Brownsville, Tex.	4,186,565	137
Wichita Falls–Lawton, Tex.–Okla.	4,007,157	138
Rochester–Mason City–Austin, Minn.–Iowa	3,997,816	139
Columbia–Jefferson City, Mo.	3,921,821	140
Wheeling–Steubenville, W.Va.–Ohio	3,921,025	141
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	3,915,861	142
Monroe–El Dorado, La.–Ark.	3,827,626	143
Traverse City–Cadillac, Mich.	3,826,693	144
Sioux City, Iowa	3,797,895	145
Florence, S.C.	3,785,382	146
Columbus–Tupelo, Miss.	3,491,539	147
Lubbock, Tex.	3,484,272	148
Wilmington, N.C.	3,467,889	149
Joplin–Pittsburg, Mo.–Kans.	3,397,107	150
Albany, Ga.	3,392,453	151
Medford, Ore.	3,353,603	152
Bluefield–Beckley–Oak Hill, W.Va.	3,284,233	153
Bangor, Maine	3,217,668	154
Quincy–Hannibal, Ill.–Mo.	3,058,444	155
Utica, N.Y.	3,040,185	156
Abilene–Sweetwater, Tex.	2,882,996	157
Idaho Falls–Pocatello, Ida.	2,793,140	158
Salisbury, Md.	2,570,113	159
Palm Springs, Calif.	2,466,059	160
Dothan, Ala.	2,460,223	161
Elmira, N.Y.	2,387,777	162
Clarksburg–Weston, W.Va.	2,369,200	163
Gainesville, Fla.	2,351,241	164
Rapid City, S.D.	2,333,817	165
Billings–Hardin, Mont.	2,191,105	166
Watertown–Carthage, N.Y.	2,168,937	167
Laurel–Hattiesburg, Miss.	2,026,295	168
Lake Charles, La.	2,011,317	169
Missoula, Mont.	1,970,235	170
Alexandria, La.	1,918,248	171
Panama City, Fla.	1,862,959	172
Biloxi–Gulfport–Pascagoula, Miss.	1,804,847	173
Grand Junction–Durango, Colo.	1,754,380	174
El Centro–Yuma, Calif.–Ariz.	1,753,195	175
Great Falls, Mont.	1,690,296	176
Jonesboro, Ark.	1,635,423	177
Greenwood–Greenville, Miss.	1,622,050	178
Eureka, Calif.	1,568,914	179
Meridian, Miss.	1,549,147	180
Jackson, Tenn.	1,455,607	181
Charlottesville, Va.	1,406,362	182
Ardmore–Ada, Okla.	1,398,140	183
Lafayette, Ind.	1,379,221	184
Marquette, Mich.	1,371,980	185
St. Joseph, Mo.	1,359,494	186
San Angelo, Tex.	1,355,230	187
Tuscaloosa, Ala.	1,319,589	188
Butte, Mont.	1,236,693	189
Lima, Ohio	1,227,682	190
Hagerstown, Md.	1,222,827	191
Casper–Riverton, Wyo.	1,112,779	192
Anniston, Ala.	1,109,557	193
Cheyenne–Scottsbluff, Wyo.–Neb.	1,068,618	194
Bowling Green, Ky.	1,026,220	195
Harrisonburg, Va.	980,782	196
Parkersburg, W.Va.	940,336	197
Flagstaff, Ariz.	836,779	198
Presque Isle, Maine	828,564	199
Twin Falls, Ida.	795,981	200
Zanesville, Ohio	767,383	201
Victoria, Tex.	762,288	202
Laredo, Tex.	741,251	203
Bend, Ore.	677,727	204
Ottumwa–Kirksville, Iowa–Mo.	663,276	205
Mankato, Minn.	634,384	206
Helena, Mont.	529,572	207
North Platte, Neb.	503,286	208
Alpena, Mich.	410,460	209

ADI Retail Sales

ADI	($000)	Rank
New York, N.Y.	135,461,674	1
Los Angeles, Calif.	93,261,104	2
Chicago, Ill.	57,287,464	3
Philadelphia, Pa.	53,677,416	4
Boston, Mass.	48,184,289	5
San Francisco–Oakland–San Jose, Calif.	46,355,052	6
Washington, D.C.	35,495,092	7
Detroit, Mich.	32,818,541	8
Dallas–Ft. Worth, Tex.	31,388,162	9
Miami, Fla.	27,953,663	10
Houston, Tex.	27,314,892	11
Atlanta, Ga.	26,724,039	12
Minneapolis–St. Paul, Minn.	26,178,954	13
Cleveland, Ohio	24,219,114	14
Seattle–Tacoma, Wash.	22,847,593	15
Tampa–St. Petersburg (sarasota), Fla.	22,232,750	16
St. Louis, Mo.	19,635,975	17
Hartford–New Haven, Conn.	19,147,579	18
Phoenix, Ariz.	17,954,458	19
Pittsburgh, Pa.	17,844,526	20
Denver, Colo.	17,787,305	21
Baltimore, Md.	16,947,332	22
Sacramento–Stockton, Calif.	16,649,057	23
San Diego, Calif.	16,135,201	24
Orlando–Daytona Beach–Melbourne, Fla.	15,723,778	25
Indianapolis, Ind.	15,190,419	26
Portland, Ore.	13,569,280	27
Milwaukee, Wisc.	13,328,920	28
Kansas City, Mo.	13,219,994	29
Charlotte, N.C.	12,518,207	30
Cincinnati, Ohio	12,243,271	31
Providence–New Bedford, R.I.–Mass.	11,288,987	32
Raleigh–Durham, N.C.	11,268,213	33
New Orleans, La.	11,254,607	34
Columbus, Ohio	11,002,405	35
Oklahoma City, Okla.	10,606,257	36
Norfolk–Portsmouth–Newport News–Hampton, Va.	10,432,409	37
Harrisburg–York–Lancaster–Lebanon, Pa.	10,288,656	38
Greenville–Spartanburg–Asheville, S.C.–N.C.	10,203,747	39
Nashville, Tenn.	10,190,378	40
Grand Rapids–Kalamazoo–Battle Creek, Mich.	10,085,710	41
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	9,844,568	42
Salt Lake City, Utah	9,787,068	43
Memphis, Tenn.	9,595,761	44
Albany–Schenectady–Troy, N.Y.	9,502,606	45
Buffalo, N.Y.	9,489,753	46
Louisville, Ky.	9,447,907	47
Greensboro–Winston-Salem–High Point, N.C.	9,240,336	48
San Antonio, Tex.	9,189,651	49
Richmond, Va.	8,463,890	50
Flint–Saginaw–Bay City, Mich.	8,035,682	51
Albuquerque, N.M.	7,731,858	52
Dayton, Ohio	7,730,649	53
Wilkes-Barre–Scranton, Pa.	7,683,303	54
Jacksonville, Fla.	7,624,318	55
Mobile–Pensacola, Ala.–Fla.	7,484,668	56
Charleston–Huntington, W.Va.	7,380,750	57
Portland–Poland Spring, Maine	7,345,536	58
Toledo, Ohio	7,181,463	59
Birmingham, Ala.	7,113,396	60
Wichita–Hutchinson, Kans.	7,020,422	61
Little Rock, Ark.	6,962,390	62
Fresno–Visalia, Calif.	6,903,399	63
Knoxville, Tenn.	6,618,512	64
Rochester, N.Y.	6,572,697	65
Syracuse, N.Y.	6,340,458	66
Tulsa, Okla.	6,311,743	67
Des Moines, Iowa	6,066,048	68
Green Bay–Appleton, Wisc.	6,019,337	69
Omaha, Neb.	5,988,887	70
Lexington, Ky.	5,960,264	71
Roanoke–Lynchburg, Va.	5,905,250	72
Springfield–Decatur–Champaign, Ill.	5,856,158	73
Austin, Tex.	5,786,218	74
Madison, Wisc.	5,606,637	75
Shreveport–Texarkana, La.-Tex.–Ark.	5,586,945	76
Burlington–Plattsburgh, Vt.–N.Y.	5,319,132	77
Tucson, Ariz.	4,924,284	78
Davenport–Rock Island–Moline, Iowa–Ill.	4,903,523	79
Springfield, Mass.	4,880,114	80
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	4,874,897	81
South Bend–Elkhart, Ind.	4,833,321	82
Las Vegas, Nev.	4,818,945	83
Evansville, Ind.	4,661,773	84
Chattanooga, Tenn.	4,647,426	85
Spokane, Wash.	4,634,578	86
Columbia, S.C.	4,524,814	87
Cedar Rapids–Waterloo–Dubuque, Iowa	4,463,813	88
Ft. Myers–Naples, Fla.	4,390,427	89
Huntsville–Decatur–Florence, Ala.	4,266,932	90
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	4,263,431	91
Baton Rouge, La.	4,231,012	92
Jackson, Miss.	4,214,671	93
Youngstown, Ohio	4,148,753	94
Johnstown–Altoona, Pa.	4,012,229	95
Lincoln–Hastings–Kearney, Neb.	3,997,907	96
Lansing, Mich.	3,987,513	97
Bristol–Kingsport–Johnson City, Tenn.	3,944,908	98
Springfield, Mo.	3,865,076	99
Savannah, Ga.	3,791,994	100
Sioux Falls–Mitchell, S.D.	3,758,064	101
Waco–Temple–Bryan, Tex.	3,718,943	102
Charleston, S.C.	3,678,808	103
Ft. Wayne, Ind.	3,606,740	104
Colorado Springs–Pueblo, Colo.	3,598,115	105
Odessa–Midland, Tex.	3,594,354	106
Salinas–Monterey, Calif.	3,593,594	107
Fargo, N.D.	3,508,383	108
McAllen–Brownsville, Tex.	3,504,238	109
Peoria–Bloomington, Ill.	3,489,740	110
Reno, Nev.	3,432,387	111
El Paso, Tex.	3,279,247	112
Lafayette, La.	3,276,340	113
Corpus Christi, Tex.	3,240,443	114
Greenville–New Bern–Washington, N.C.	3,235,972	115
Amarillo, Tex.	3,065,567	116
Tyler–Longview–Jacksonville, Tex.	3,043,771	117
Montgomery–Selma, Ala.	3,003,510	118
Tallahassee–Thomasville, Fla.–Ga.	2,954,416	119
Augusta, Ga.	2,931,851	120
Macon, Ga.	2,917,510	121
Beaumont–Port Arthur, Tex.	2,870,541	122
La Crosse–Eau Claire, Wisc.	2,858,361	123
Florence, S.C.	2,847,922	124
Eugene, Ore.	2,788,589	125
Wausau–Rhinelander, Wisc.	2,736,009	126
Yakima, Wash.	2,732,794	127
Duluth–Superior, Minn.–Wisc.	2,726,183	128
Erie, Pa.	2,659,080	129
Rochester–Mason City–Austin, Minn.–Iowa	2,573,657	130
Wichita Falls–Lawton, Tex.–Okla.	2,568,182	131
Bakersfield, Calif.	2,554,675	132
Terre Haute, Ind.	2,548,261	133
Rockford, Ill.	2,547,742	134
Columbus, Ga.	2,544,100	135
Ft. Smith, Ark.	2,500,372	136
Binghamton, N.Y.	2,465,591	137
Chico–Redding, Calif.	2,465,142	138
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	2,454,153	139
Traverse City–Cadillac, Mich.	2,444,604	140
Sioux City, Iowa	2,353,041	141
Topeka, Kans.	2,328,221	142
Monroe–El Dorado, La.–Ark.	2,321,410	143
Lubbock, Tex.	2,293,438	144
Boise, Ida.	2,263,329	145
Bluefield–Beckley–Oak Hill, W.Va.	2,261,041	146
Albany, Ga.	2,228,186	147
Wilmington, N.C.	2,218,604	148
Wheeling–Steubenville, W.Va.–Ohio	2,124,953	149
Bangor, Maine	2,120,176	150
Columbus–Tupelo, Miss.	2,114,910	151
Abilene–Sweetwater, Tex.	2,111,754	152
Medford, Ore.	2,049,261	153
Columbia–Jefferson City, Mo.	2,019,427	154
Salisbury, Md.	1,911,992	155
Joplin–Pittsburg, Mo.–Kans.	1,873,208	156
Quincy–Hannibal, Ill.–Mo.	1,651,006	157
Utica, N.Y.	1,620,080	158
Clarksburg–Weston, W.Va.	1,585,387	159
Dothan, Ala.	1,521,046	160
Gainesville, Fla.	1,473,456	161
Idaho Falls–Pocatello, Ida.	1,457,363	162
Billings–Hardin, Mont.	1,362,703	163
Laurel–Hattiesburg, Miss.	1,327,015	164
Rapid City, S.D.	1,313,644	165
El Centro–Yuma, Calif.–Ariz.	1,268,955	166
Lake Charles, La.	1,265,935	167
Elmira, N.Y.	1,251,719	168
Watertown–Carthage, N.Y.	1,247,552	169
Panama City, Fla.	1,216,090	170
Greenwood–Greenville, Miss.	1,178,120	171
Missoula, Mont.	1,170,576	172
Laredo, Tex.	1,142,770	173
Palm Springs, Calif.	1,120,214	174
Alexandria, La.	1,113,174	175
Biloxi–Gulfport–Pascagoula, Miss.	1,099,747	176
Charlottesville, Va.	1,051,444	177
San Angelo, Tex.	1,016,813	178
Grand Junction–Durango, Colo.	980,104	179
Eureka, Calif.	946,591	180
Jackson, Tenn.	944,261	181
Jonesboro, Ark.	921,378	182
Meridian, Miss.	878,574	183
Great Falls, Mont.	876,937	184
Tuscaloosa, Ala.	841,501	185
Lima, Ohio	832,968	186
St. Joseph, Mo.	820,847	187
Cheyenne–Scottsbluff, Wyo.–Neb.	820,119	188
Ardmore–Ada, Okla.	814,415	189
Bowling Green, Ky.	808,695	190
Lafayette, Ind.	788,653	191
Hagerstown, Md.	739,547	192
Butte, Mont.	703,188	193
Casper–Riverton, Wyo.	690,478	194
Harrisonburg, Va.	682,984	195
Parkersburg, W.Va.	663,080	196
Marquette, Mich.	653,048	197
Flagstaff, Ariz.	631,984	198
Victoria, Tex.	579,412	199
Anniston, Ala.	512,442	200
Presque Isle, Maine	506,633	201
Mankato, Minn.	505,113	202
Twin Falls, Ida.	462,770	203
Zanesville, Ohio	452,524	204
Bend, Ore.	402,009	205
North Platte, Neb.	373,724	206
Ottumwa–Kirksville, Iowa–Mo.	355,870	207
Helena, Mont.	304,054	208
Alpena, Mich.	201,832	209

ADI Buying Power Index (BPI)

ADI	BPI	Rank
New York, N.Y.	8.7902	1
Los Angeles, Calif.	6.1753	2
Chicago, Ill.	3.6469	3
Philadelphia, Pa.	3.2102	4
San Francisco–Oakland–San Jose, Calif.	2.9895	5
Boston, Mass.	2.7990	6
Washington, D.C.	2.2450	7
Detroit, Mich.	1.9622	8
Dallas–Ft. Worth, Tex.	1.8628	9
Houston, Tex.	1.6013	10
Atlanta, Ga.	1.5376	11
Minneapolis–St. Paul, Minn.	1.5185	12
Cleveland, Ohio	1.4872	13
Miami, Fla.	1.4611	14
Seattle–Tacoma, Wash.	1.4442	15
Tampa–St. Petersburg (sarasota), Fla.	1.2708	16
St. Louis, Mo.	1.2192	17
Hartford–New Haven, Conn.	1.1666	18
Pittsburgh, Pa.	1.1468	19
Sacramento–Stockton, Calif.	1.0954	20
Denver, Colo.	1.0807	21
San Diego, Calif.	1.0776	22
Baltimore, Md.	1.0562	23
Phoenix, Ariz.	1.0363	24
Indianapolis, Ind.	.8910	25
Orlando–Daytona Beach–Melbourne, Fla.	.8675	26
Milwaukee, Wisc.	.8355	27
Portland, Ore.	.8325	28
Kansas City, Mo.	.8115	29
Cincinnati, Ohio	.7660	30
Charlotte, N.C.	.7355	31
Raleigh–Durham, N.C.	.6862	32
Nashville, Tenn.	.6791	33
Columbus, Ohio	.6749	34
Grand Rapids–Kalamazoo–Battle Creek, Mich.	.6493	35
Providence–New Bedford, R.I.–Mass.	.6423	36
Norfolk–Portsmouth–Newport News–Hampton, Va.	.6295	37
New Orleans, La.	.6243	38
Buffalo, N.Y.	.6121	39
Salt Lake City, Utah	.6117	40
Harrisburg–York–Lancaster–Lebanon, Pa.	.6077	41
Greenville–Spartanburg–Asheville, S.C.–N.C.	.5968	42
Oklahoma City, Okla.	.5685	43
Memphis, Tenn.	.5673	44
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	.5645	45
San Antonio, Tex.	.5623	46
Louisville, Ky.	.5474	47
Albany–Schenectady–Troy, N.Y.	.5458	48
Greensboro–Winston-Salem–High Point, N.C.	.5277	49
Richmond, Va.	.5007	50
Dayton, Ohio	.5001	51
Albuquerque, N.M.	.4711	52
Jacksonville, Fla.	.4653	53
Flint–Saginaw–Bay City, Mich.	.4652	54
Wilkes-Barre–Scranton, Pa.	.4638	55
Birmingham, Ala.	.4594	56
Fresno–Visalia, Calif.	.4578	57
Mobile–Pensacola, Ala.–Fla.	.4529	58
Charleston–Huntington, W.Va.	.4498	59
Wichita–Hutchinson, Kans.	.4380	60
Toledo, Ohio	.4264	61
Little Rock, Ark.	.4261	62
Rochester, N.Y.	.4079	63
Syracuse, N.Y.	.4002	64
Tulsa, Okla.	.3961	65
Portland–Poland Spring, Maine	.3796	66
Knoxville, Tenn.	.3774	67
Green Bay–Appleton, Wisc.	.3767	68
Omaha, Neb.	.3687	69
Roanoke–Lynchburg, Va.	.3683	70
Des Moines, Iowa	.3632	71
Shreveport–Texarkana, La.–Tex.–Ark.	.3535	72
Austin, Tex.	.3513	73
Springfield–Decatur–Champaign, Ill.	.3448	74
Lexington, Ky.	.3397	75
Davenport–Rock Island–Moline, Iowa–Ill.	.3132	76
Madison, Wisc.	.3000	77
Spokane, Wash.	.2979	78
South Bend–Elkhart, Ind.	.2939	79
Cedar Rapids–Waterloo–Dubuque, Iowa	.2938	80
Columbia, S.C.	.2897	81
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	.2875	82
Burlington–Plattsburgh, Vt.–N.Y.	.2861	83
Tucson, Ariz.	.2851	84
Springfield, Mass.	.2812	85
Las Vegas, Nev.	.2789	86
Huntsville–Decatur–Florence, Ala.	.2772	87
Chattanooga, Tenn.	.2750	88
Youngstown, Ohio	.2669	89
Evansville, Ind.	.2629	90
Jackson, Miss.	.2622	91
Bristol–Kingsport–Johnson City, Tenn.	.2581	92
Johnstown–Altoona, Pa.	.2562	93
Salinas–Monterey, Calif.	.2529	94
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	.2513	95
Baton Rouge, La.	.2512	96
Springfield, Mo.	.2511	97
Ft. Myers–Naples, Fla.	.2460	98
Lincoln–Hastings–Kearney, Neb.	.2418	99
Lansing, Mich.	.2413	100
Waco–Temple–Bryan, Tex.	.2322	101
Ft. Wayne, Ind.	.2306	102
Peoria–Bloomington, Ill.	.2284	103
Savannah, Ga.	.2265	104
Colorado Springs–Pueblo, Colo.	.2195	105
Sioux Falls–Mitchell, S.D.	.2177	106
Charleston, S.C.	.2137	107
El Paso, Tex.	.2106	108
Fargo, N.D.	.2057	109
Reno, Nev.	.2027	110
Greenville–New Bern–Washington, N.C.	.1991	111
Augusta, Ga.	.1936	112
McAllen–Brownsville, Tex.	.1887	113
Montgomery–Selma, Ala.	.1887	113
Lafayette, La.	.1841	115
Tallahassee–Thomasville, Fla.–Ga.	.1784	116
Amarillo, Tex.	.1781	117
Macon, Ga.	.1774	118
Corpus Christi, Tex.	.1771	119
Yakima, Wash.	.1743	120
Eugene, Ore.	.1729	121
Odessa–Midland, Tex.	.1711	122
Beaumont–Port Arthur, Tex.	.1703	123
Tyler–Longview–Jacksonville, Tex.	.1702	124
Bakersfield, Calif.	.1691	125
Ft. Smith, Ark.	.1667	126
Columbus, Ga.	.1661	127
La Crosse–Eau Claire, Wisc.	.1659	128
Rockford, Ill.	.1643	129
Wausau–Rhinelander, Wisc.	.1620	130
Binghamton, N.Y.	.1616	131
Duluth–Superior, Minn.–Wisc.	.1611	132
Erie, Pa.	.1594	133
Terre Haute, Ind.	.1519	134
Topeka, Kans.	.1498	135
Florence, S.C.	.1483	136
Wichita Falls–Lawton, Tex.–Okla.	.1483	136
Chico–Redding, Calif.	.1480	138
Monroe–El Dorado, La.–Ark.	.1470	139
Boise, Ida.	.1459	140
Traverse City–Cadillac, Mich.	.1425	141
Rochester–Mason City–Austin, Minn.–Iowa	.1422	142
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	.1415	143
Sioux City, Iowa	.1381	144
Wheeling–Steubenville, W.Va.–Ohio	.1366	145
Columbus–Tupelo, Miss.	.1331	146
Columbia–Jefferson City, Mo.	.1308	147
Lubbock, Tex.	.1300	148
Wilmington, N.C.	.1290	149
Albany, Ga.	.1285	150
Bluefield–Beckley–Oak Hill, W.Va.	.1281	151
Medford, Ore.	.1208	152
Joplin–Pittsburg, Mo.–Kans.	.1192	153
Bangor, Maine	.1169	154
Abilene–Sweetwater, Tex.	.1106	155
Quincy–Hannibal, Ill.–Mo.	.1061	156
Utica, N.Y.	.1025	157
Idaho Falls–Pocatello, Ida.	.0973	158
Salisbury, Md.	.0969	159
Dothan, Ala.	.0912	160
Clarksburg–Weston, W.Va.	.0908	161
Gainesville, Fla.	.0839	162
Rapid City, S.D.	.0817	163
Elmira, N.Y.	.0809	164
Billings–Hardin, Mont.	.0788	165
Laurel–Hattiesburg, Miss.	.0776	166
Watertown–Carthage, N.Y.	.0775	167
Palm Springs, Calif.	.0761	168
Lake Charles, La.	.0735	169
Alexandria, La.	.0729	170
Missoula, Mont.	.0699	171
Panama City, Fla.	.0696	172
Greenwood–Greenville, Miss.	.0685	173
El Centro–Yuma, Calif.–Ariz.	.0684	174
Biloxi–Gulfport–Pascagoula, Miss.	.0644	175
Grand Junction–Durango, Colo.	.0607	176
Jonesboro, Ark.	.0590	177
Great Falls, Mont.	.0574	178
Meridian, Miss.	.0565	179
Eureka, Calif.	.0541	180
Jackson, Tenn.	.0534	181
Ardmore–Ada, Okla.	.0532	182
San Angelo, Tex.	.0517	183
Charlottesville, Va.	.0506	184
Tuscaloosa, Ala.	.0488	185
St. Joseph, Mo.	.0474	186
Lafayette, Ind.	.0470	187
Marquette, Mich.	.0468	188
Lima, Ohio	.0445	189
Laredo, Tex.	.0437	190
Butte, Mont.	.0435	191
Hagerstown, Md.	.0433	192
Cheyenne–Scottsbluff, Wyo.–Neb.	.0417	193
Bowling Green, Ky.	.0415	194
Casper–Riverton, Wyo.	.0400	195
Anniston, Ala.	.0376	196
Harrisonburg, Va.	.0370	197
Parkersburg, W.Va.	.0350	198
Flagstaff, Ariz.	.0328	199
Presque Isle, Maine	.0297	200
Victoria, Tex.	.0291	201
Twin Falls, Ida.	.0284	202
Zanesville, Ohio	.0276	203
Mankato, Minn.	.0247	204
Bend, Ore.	.0243	205
Ottumwa–Kirksville, Iowa–Mo.	.0231	206
North Platte, Neb.	.0190	207
Helena, Mont.	.0181	208
Alpena, Mich.	.0138	209

TV Market Profiles

S&MM ESTIMATES	POPULATION—12/31/88										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
ALABAMA													
ANNISTON	125.3	45.2	23.7	1.3	18.5	10.3	18.3	21.1	24.2	29.2	1,109,557	512,442	.0376
BIRMINGHAM	1,380.5	522.0	351.5	9.7	205.4	113.4	136.9	233.5	275.6	372.8	13,342,332	7,113,396	.4594
DOTHAN	286.8	104.3	66.0	3.5	45.5	24.7	29.4	47.1	57.6	73.2	2,460,223	1,521,046	.0912
HUNTSVILLE-DECATUR-FLORENCE	807.0	304.1	107.5	6.5	120.6	71.8	82.7	132.8	179.5	195.9	8,203,827	4,266,932	.2772
MOBILE-PENSACOLA	1,275.3	461.6	304.9	19.0	205.6	114.2	142.4	217.2	265.3	287.6	13,057,165	7,484,668	.4529
MONTGOMERY-SELMA	606.4	218.0	261.7	6.7	98.0	54.4	64.6	94.1	115.3	160.2	5,192,758	3,003,510	.1887
TUSCALOOSA	147.4	54.5	44.4	1.3	21.5	11.2	23.3	25.5	27.6	33.9	1,319,589	841,501	.0488
ARIZONA													
FLAGSTAFF	94.0	29.9	1.3	10.4	16.8	8.1	17.2	18.3	16.8	12.9	836,779	631,594	.0328
PHOENIX	2,556.3	991.7	71.7	388.9	379.8	206.0	268.5	442.7	504.3	671.0	30,711,694	17,954,468	1.0363
TUCSON	784.6	305.9	21.7	210.2	112.6	61.7	90.6	141.5	150.5	203.1	8,065,372	4,924,284	.2851
ARKANSAS													
FT. SMITH	519.5	194.2	9.6	4.5	75.8	42.7	53.0	81.4	103.7	147.4	4,850,024	2,500,372	.1667
JONESBORO	196.3	74.0	3.5	1.3	27.4	15.7	19.3	28.6	38.3	61.5	1,635,423	921,378	.0590
LITTLE ROCK	1,255.1	462.9	238.8	10.1	189.1	103.2	126.9	204.4	245.9	346.0	12,052,824	6,962,390	.4261
CALIFORNIA													
BAKERSFIELD	434.7	153.5	22.8	113.0	70.5	36.2	46.4	76.6	85.5	102.8	5,245,807	2,554,675	.1691
CHICO-REDDING	401.5	156.0	2.9	23.0	53.1	30.5	42.7	68.2	78.0	117.3	4,319,356	2,465,142	.1480
EL CENTRO-YUMA	206.4	67.8	5.4	105.3	36.5	19.4	22.4	32.5	38.6	49.1	1,753,195	1,268,955	.0684
EUREKA	136.6	54.0	.8	6.1	18.3	9.5	16.9	28.1	25.9	33.6	1,568,914	946,591	.0541
FRESNO-VISALIA	1,278.6	435.3	56.1	428.0	206.7	109.8	141.2	224.7	247.2	301.0	13,997,297	6,903,399	.4578
LOS ANGELES	13,801.9	4,960.3	1,285.2	4,049.0	1,959.3	1,079.2	1,522.1	2,601.2	2,916.6	3,290.7	205,498,327	93,261,104	6.1753
PALM SPRINGS	190.1	68.8	9.7	42.0	27.2	14.5	17.7	31.3	35.4	57.8	2,466,059	1,120,214	.0761
SACRAMENTO-STOCKTON	2,685.4	999.2	137.8	375.2	378.6	212.5	288.9	499.9	550.2	670.1	35,172,325	16,649,057	1.0954
SALINAS-MONTEREY	621.0	214.3	23.6	175.8	86.9	45.1	76.9	127.4	116.3	147.5	8,385,674	3,593,594	.2529
SAN DIEGO	2,382.0	867.4	138.9	425.7	312.4	172.2	329.5	467.1	462.5	567.0	36,146,308	16,135,201	1.0776
SAN FRANCISCO-OAKLAND-SAN JOSE	5,789.6	2,247.6	521.6	838.6	711.5	428.1	597.9	1,168.3	1,291.5	1,437.8	102,526,023	46,355,052	2.9895
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	554.9	209.3	12.1	102.5	64.3	38.7	79.1	105.2	105.4	147.7	7,875,004	4,263,631	.2513
COLORADO													
COLORADO SPRINGS-PUEBLO	626.9	236.3	29.5	101.3	93.3	51.9	79.0	115.6	127.3	139.2	6,333,846	3,598,115	.2195
DENVER	2,661.6	1,046.7	94.3	261.8	381.8	206.1	316.3	581.7	568.0	523.2	33,103,032	17,787,305	1.0807
GRAND JUNCTION-DURANGO	174.8	65.8	.3	15.0	25.6	13.5	19.0	32.9	35.0	43.0	1,754,380	980,104	.0607
CONNECTICUT													
HARTFORD-NEW HAVEN	2,435.7	903.8	174.2	94.0	310.9	202.2	260.3	423.5	501.1	676.8	37,946,275	19,147,579	1.1666
DISTRICT OF COLUMBIA													
WASHINGTON	4,490.8	1,678.7	1,060.8	127.7	612.0	379.6	467.7	890.1	1,059.1	960.8	75,507,353	35,495,092	2.2450
FLORIDA													
FT. MYERS-NAPLES	566.8	242.1	41.8	30.2	61.5	36.9	40.9	72.6	95.3	247.0	7,335,135	4,390,427	.2460
GAINESVILLE	227.3	87.2	44.4	7.3	28.9	16.2	43.8	46.3	40.0	45.6	2,351,241	1,473,456	.0839
JACKSONVILLE	1,226.0	457.1	279.7	22.5	185.1	103.7	131.6	217.3	251.7	298.4	13,894,227	7,624,318	.4653
MIAMI	3,141.4	1,271.6	341.1	868.7	349.9	215.7	275.4	490.5	637.6	1,102.4	42,638,534	37,953,603	1.4611

FLA. (cont.)

S&MM ESTIMATES	POPULATION—12/31/88										EFFECTIVE BUYING INCOME	RETAIL SALES	BPI
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	House-holds. (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
ORLANDO-DAYTONA BEACH-MELBOURNE	2,112.1	841.8	266.6	63.9	263.8	165.9	212.1	321.3	420.0	676.8	25,065,624	15,723,778	.8675
PANAMA CITY	212.4	80.8	27.8	3.1	31.5	18.1	21.1	33.1	44.5	37.5	1,862,959	1,216,090	.0696
TALLAHASSEE-THOMASVILLE	523.1	188.1	177.4	7.7	82.1	44.2	68.5	92.9	98.1	120.4	5,029,680	2,954,416	.1784
TAMPA-ST. PETERSBURG (SARASOTA)	3,086.1	1,299.1	313.2	148.1	343.5	209.9	254.3	430.8	543.3	1,236.7	37,662,746	22,232,750	1.2708
WEST PALM BEACH-FT. PIERCE-VERO BEACH	1,179.7	501.6	170.4	57.8	130.3	76.9	93.9	168.1	206.1	477.4	17,686,122	9,844,568	.5645
GEORGIA													
ALBANY	401.2	138.3	147.9	4.5	69.4	37.5	40.9	65.9	76.4	96.6	3,392,453	2,228,186	.1285
ATLANTA	3,640.2	1,349.6	810.2	41.1	554.6	306.5	380.3	713.2	816.2	760.1	46,259,204	26,724,039	1.5376
AUGUSTA	592.7	208.0	227.2	9.4	94.8	53.4	66.0	103.4	116.9	138.0	5,668,420	2,931,851	.1936
COLUMBUS	514.1	184.2	200.8	9.4	78.6	45.0	70.1	86.6	95.6	121.7	4,755,958	2,544,100	.1661
MACON	499.2	174.2	186.9	5.3	77.8	45.3	53.7	83.1	102.1	121.0	5,110,161	2,917,510	.1774
SAVANNAH	651.9	228.3	229.8	10.6	104.5	56.0	84.8	112.7	119.4	150.7	6,416,289	3,791,994	.2265
IDAHO													
BOISE	428.0	156.8	1.8	24.4	70.2	34.7	44.9	79.8	85.5	96.5	4,287,413	2,263,529	.1459
IDAHO FALLS-POCATELLO	313.0	102.1	.7	15.5	62.9	26.8	36.2	52.8	56.8	61.2	2,793,140	1,457,363	.0973
TWIN FALLS	85.6	30.2	.0	4.4	14.4	6.7	7.7	13.5	16.2	23.6	795,981	462,770	.0284
ILLINOIS													
CHICAGO	8,578.5	3,128.5	1,726.1	816.2	1,258.3	720.4	906.0	1,532.8	1,780.1	2,111.0	116,783,280	57,287,464	3.6469
PEORIA-BLOOMINGTON	559.2	210.4	28.5	5.6	82.2	43.7	69.7	96.6	108.3	140.8	7,304,407	3,489,740	.2284
QUINCY-HANNIBAL	321.3	122.7	6.8	2.4	43.6	24.9	35.0	47.3	58.4	102.5	3,056,444	1,651,006	.1061
ROCKFORD	415.1	157.2	27.7	10.5	62.4	36.0	40.4	71.0	85.9	106.5	5,136,756	2,547,742	.1643
SPRINGFIELD-DECATUR-CHAMPAIGN	881.8	338.8	55.1	8.3	120.7	66.6	118.8	150.7	166.3	232.0	10,195,286	5,856,158	.3448
INDIANA													
EVANSVILLE	704.0	265.9	32.4	3.7	102.8	58.6	70.9	115.2	138.1	196.3	7,431,511	4,661,773	.2629
FT. WAYNE	637.9	232.0	31.8	9.1	101.7	54.8	65.1	110.4	125.7	158.2	6,935,435	3,606,740	.2306
INDIANAPOLIS	2,296.9	853.9	218.9	18.8	343.5	195.1	255.7	399.4	474.2	558.9	26,202,466	15,190,419	.8910
LAFAYETTE	123.7	43.9	2.1	1.6	15.1	8.0	30.4	22.1	20.5	24.3	1,379,221	788,653	.0470
SOUTH BEND-ELKHART	803.2	296.6	65.0	11.4	124.4	67.9	82.3	135.3	157.5	209.6	8,618,862	4,833,521	.2939

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S&MM ESTIMATES

STATE S&MM/ARBITRON TV MARKET (ADI)	POPULATION—12/31/88										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds. (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
TERRE HAUTE	427.6	164.2	7.7	2.1	58.6	33.3	44.9	64.9	79.6	133.8	4,313,433	2,548,261	.1519
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	819.8	308.3	13.7	5.2	118.1	69.6	105.8	139.3	151.3	209.2	8,924,221	4,463,813	.2938
DAVENPORT-ROCK ISLAND-MOLINE	830.1	318.1	23.3	25.2	124.2	70.4	82.4	137.9	163.2	225.1	9,578,105	4,903,523	.3132
DES MOINES	967.3	383.6	19.0	9.4	133.3	75.0	110.4	160.9	183.6	274.4	10,773,839	6,066,048	.3652
OTTUMWA-KIRKSVILLE	75.2	28.8	.4	.4	9.7	5.2	9.9	11.8	13.1	23.4	663,276	355,870	.0231
SIOUX CITY	410.4	157.1	1.4	2.8	61.0	33.0	42.4	62.3	72.2	125.2	3,797,895	2,353,041	.1381
KANSAS													
TOPEKA	404.7	152.6	27.4	14.5	55.8	28.8	59.1	70.8	71.6	104.7	4,588,306	2,328,221	.1498
WICHITA-HUTCHINSON	1,121.6	435.0	44.3	37.8	160.0	85.7	118.8	187.2	213.1	319.3	13,383,371	7,020,422	.4380
KENTUCKY													
BOWLING GREEN	120.5	43.6	8.5	.9	16.9	9.2	17.6	20.0	23.5	29.6	1,026,220	808,695	.0415
LEXINGTON	997.6	365.0	60.6	7.9	151.9	83.6	117.9	175.2	197.3	240.5	9,223,413	5,960,264	.3397
LOUISVILLE	1,489.5	544.7	152.7	12.2	225.3	126.8	159.8	262.8	300.8	366.9	15,580,427	9,447,907	.5474
PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION	860.9	331.2	55.5	5.9	116.0	65.8	93.8	130.9	163.8	266.7	7,898,026	4,874,897	.2875
LOUISIANA													
ALEXANDRIA	261.4	88.6	66.6	5.1	42.3	23.0	34.1	42.1	49.2	60.7	1,918,248	1,113,174	.0729
BATON ROUGE	752.7	254.0	249.8	13.8	125.0	68.4	97.5	141.2	144.6	148.0	6,951,918	4,231,012	.2512
LAFAYETTE	570.0	196.1	147.1	11.7	96.3	55.6	66.3	93.2	108.8	127.8	4,784,335	3,276,340	.1841
LAKE CHARLES	216.0	75.9	46.7	2.9	35.4	19.5	24.4	36.9	43.6	48.2	2,011,317	1,265,935	.0735
MONROE-EL DORADO	518.6	184.6	175.5	4.9	84.2	45.8	58.9	75.9	94.4	140.7	3,827,626	2,321,410	.1470
NEW ORLEANS	1,769.7	639.8	541.4	61.0	284.5	159.8	197.9	323.6	348.1	392.6	16,859,009	11,254,607	.6243
SHREVEPORT-TEXARKANA	1,113.8	407.3	332.8	19.1	174.4	94.1	106.0	171.6	212.5	317.7	9,918,005	5,586,945	.3535
MAINE													
BANGOR	318.0	116.7	.4	1.1	45.8	27.1	34.8	53.1	62.4	85.5	3,217,668	2,120,176	.1169
PORTLAND-POLAND SPRING	870.0	334.8	1.9	4.2	122.1	73.4	84.1	148.8	171.1	246.1	10,710,541	7,345,536	.3796
PRESQUE ISLE	86.1	29.8	.7	.5	13.6	8.2	9.7	14.4	16.7	20.7	828,564	506,633	.0297
MARYLAND													
BALTIMORE	2,539.8	929.9	636.5	25.8	335.1	218.4	269.6	460.8	547.7	640.9	33,150,483	16,947,332	1.0562
HAGERSTOWN	115.8	42.1	5.4	.8	14.6	9.6	12.5	19.7	24.1	32.4	1,222,827	759,547	.0433
SALISBURY	246.9	92.5	59.2	2.0	32.3	20.5	24.6	39.3	49.0	74.3	2,570,113	1,911,992	.0969
MASSACHUSETTS													
BOSTON	5,582.5	2,105.0	224.8	128.3	712.0	464.3	616.3	995.9	1,118.2	1,336.8	89,844,518	48,184,289	2.7990
SPRINGFIELD	659.9	246.1	36.5	27.8	83.6	53.4	84.8	111.2	121.8	188.4	8,486,384	4,880,114	.2812
MICHIGAN													
ALPENA	42.1	15.9	.0	.2	6.0	4.0	3.9	5.8	8.5	12.7	410,460	201,832	.0138
DETROIT	4,670.2	1,727.0	954.1	87.1	699.4	408.7	501.5	841.6	952.7	1,128.2	60,322,475	32,818,541	1.9622
FLINT-SAGINAW-BAY CITY	1,266.2	455.8	130.1	33.7	202.7	118.9	141.1	211.7	255.5	294.4	13,238,393	8,035,682	.4652
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,712.5	622.8	109.9	37.3	261.7	147.5	202.0	296.5	334.1	413.8	20,030,732	10,065,710	.6493
LANSING	631.8	225.6	39.5	18.5	93.6	52.2	90.9	121.2	123.4	130.7	7,189,548	3,987,513	.2413
MARQUETTE	156.5	56.3	1.5	.9	21.5	12.0	22.1	25.8	26.9	43.1	1,371,980	653,040	.0468
TRAVERSE CITY-CADILLAC	433.4	163.3	2.8	2.8	62.8	38.4	39.3	68.7	83.3	127.4	3,826,693	2,444,604	.1425

S&MM ESTIMATES	POPULATION—12/31/88										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
MINNESOTA													
DULUTH-SUPERIOR	451.1	171.8	1.3	1.6	63.5	37.2	45.7	72.0	82.3	136.4	4,563,306	2,726,183	.1611
MANKATO	63.3	23.4	.2	.4	8.2	4.6	11.1	10.7	10.3	16.3	634,384	505,113	.0247
MINNEAPOLIS-ST. PAUL	3,550.8	1,326.4	61.4	31.3	516.8	302.9	398.2	651.5	708.2	857.6	46,147,117	26,178,954	1.3185
ROCHESTER-MASON CITY-AUSTIN	368.0	142.8	.8	3.7	52.2	31.0	35.1	58.2	71.1	108.6	3,997,816	2,573,657	.1422
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	182.9	65.8	38.9	3.7	28.9	15.7	25.2	31.4	35.4	39.8	1,804,847	1,099,747	.0644
COLUMBUS-TUPELO	459.5	164.3	142.3	4.0	73.8	40.1	51.4	70.6	87.2	121.0	3,491,539	2,114,910	.1331
GREENWOOD-GREENVILLE	253.0	83.2	154.4	3.6	48.0	25.4	27.6	36.7	40.7	64.1	1,622,050	1,178,120	.0685
JACKSON	828.4	291.2	379.7	7.9	139.3	74.7	89.0	136.1	153.7	205.7	7,259,882	4,214,671	.2622
LAUREL-HATTIESBURG	251.6	90.6	74.9	2.5	40.6	22.0	29.4	39.5	47.0	64.4	2,026,295	1,327,015	.0776
MERIDIAN	185.4	67.4	70.7	1.8	30.7	15.8	19.2	27.8	33.3	52.2	1,549,147	878,574	.0565
MISSOURI													
COLUMBIA-JEFFERSON CITY	370.6	133.1	20.6	3.0	49.1	27.9	52.1	65.0	67.8	97.7	3,921,821	2,019,427	.1308
JOPLIN-PITTSBURG	370.7	143.8	4.0	3.4	50.9	28.6	35.5	53.9	69.5	121.5	3,397,107	1,873,208	.1192
KANSAS CITY	1,985.8	752.9	208.9	44.2	282.8	157.0	211.4	350.6	410.0	512.4	25,091,837	13,219,994	.8115
ST. JOSEPH	125.9	48.1	2.8	1.9	16.6	9.6	14.3	18.4	22.3	40.9	1,359,494	820,847	.0474
ST. LOUIS	3,053.3	1,122.9	442.7	29.4	441.0	258.4	304.9	502.8	616.7	835.6	37,560,496	19,635,975	1.2192
SPRINGFIELD	787.2	296.8	8.9	6.8	106.2	60.5	81.0	115.3	151.8	250.2	7,153,016	3,865,076	.2511
MONTANA													
BILLINGS-HARDIN	222.1	86.5	.3	5.4	34.7	17.9	22.3	40.4	44.4	54.4	2,191,105	1,362,703	.0788
BUTTE	127.8	49.5	.1	1.6	17.5	10.0	17.4	23.1	24.1	31.8	1,236,693	703,188	.0435
GREAT FALLS	173.0	66.7	1.0	2.0	26.6	14.8	18.1	28.9	34.4	43.9	1,690,296	876,937	.0574
HELENA	48.3	19.6	.1	.5	7.2	4.0	5.1	9.6	9.9	10.8	529,572	304,054	.0181
MISSOULA	203.4	80.2	.3	2.1	30.1	16.7	21.3	39.1	42.0	47.4	1,970,235	1,170,576	.0699
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	654.8	254.2	4.4	8.5	90.2	48.0	78.0	108.4	117.8	191.9	7,103,825	3,997,907	.2418
NORTH PLATTE	47.8	18.2	.1	1.9	7.7	3.8	4.5	7.8	9.3	13.0	503,286	373,724	.0190
OMAHA	934.4	352.6	50.2	15.4	140.5	79.1	95.2	160.7	183.9	244.1	11,253,005	5,988,887	.3687
NEVADA													
LAS VEGAS	654.7	266.7	70.9	52.5	92.1	52.6	70.4	125.2	153.1	140.8	8,446,346	4,818,945	.2789
RENO	467.8	190.3	6.9	26.7	58.3	34.9	50.0	94.8	104.9	111.6	6,250,531	3,432,387	.2027
NEW MEXICO													
ALBUQUERQUE	1,428.0	510.5	22.2	541.7	239.4	130.9	152.7	256.5	286.5	306.9	13,132,161	7,731,858	.4711
NEW YORK													
ALBANY-SCHENECTADY-TROY	1,307.5	492.6	42.0	14.0	174.2	110.0	135.7	215.0	253.7	385.4	16,330,919	9,502,606	.5458
BINGHAMTON	434.3	160.0	4.3	3.0	60.5	38.5	45.5	67.8	87.2	122.8	4,985,382	2,465,591	.1616
BUFFALO	1,678.1	617.8	131.2	22.6	227.8	143.3	177.9	264.9	326.3	492.9	18,570,253	9,489,753	.6121
ELMIRA	234.9	85.7	5.5	1.6	33.8	20.9	23.6	36.1	45.8	67.9	2,387,777	1,251,719	.0809
NEW YORK	18,692.0	7,070.8	3,314.5	2,517.4	2,416.2	1,522.6	1,741.8	3,152.7	4,068.7	5,309.5	294,213,327	135,461,674	8.7902
ROCHESTER	932.4	354.7	87.9	22.2	130.9	81.1	105.9	169.0	194.1	244.8	12,902,056	6,572,697	.4079
SYRACUSE	1,043.8	375.8	44.0	11.0	144.0	89.4	136.5	175.1	198.7	270.5	12,235,222	6,340,458	.4002
UTICA	287.5	103.7	6.0	2.7	38.7	24.3	32.1	42.9	53.8	88.0	3,040,185	1,620,050	.1025

S&MM ESTIMATES	POPULATION—12/31/88										EFFECTIVE BUYING INCOME	RETAIL SALES	BPI
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
WATERTOWN-CARTHAGE	239.5	82.3	.5	1.3	36.7	22.1	29.3	36.0	44.5	63.6	2,168,937	1,247,552	.0775
NORTH CAROLINA													
CHARLOTTE	1,920.7	719.9	377.9	15.4	283.3	161.2	198.3	337.6	416.0	470.9	21,502,922	12,518,207	.7355
GREENSBORO-WINSTON SALEM-HIGH POINT	1,333.9	512.9	257.7	10.2	185.0	109.8	137.2	232.4	292.9	343.3	15,407,878	9,240,336	.5277
GREENVILLE-NEW BERN-WASHINGTON	623.6	222.0	202.0	11.0	93.1	50.1	98.5	106.2	116.3	137.9	5,474,642	3,235,972	.1991
RALEIGH-DURHAM	1,867.8	685.1	603.2	26.3	272.1	153.0	243.9	348.4	377.4	417.4	20,195,786	11,268,213	.6862
WILMINGTON	392.5	142.0	107.4	4.1	63.0	35.3	39.4	67.1	78.8	96.9	3,467,889	2,218,604	.1290
NORTH DAKOTA													
FARGO	595.6	218.4	1.7	4.2	85.6	47.5	75.4	96.8	104.2	166.1	5,762,600	3,508,383	.2057
MINOT-BISMARCK-DICKINSON-GLENDIVE	402.1	144.5	1.2	2.4	64.6	35.1	44.0	67.7	73.8	101.7	3,915,861	2,454,153	.1415
OHIO													
CINCINNATI	1,988.9	744.0	202.1	12.0	299.0	169.7	216.0	338.9	399.2	501.4	23,359,083	12,243,271	.7660
CLEVELAND	3,815.8	1,448.4	492.2	53.9	545.7	319.8	388.9	646.2	772.7	1,030.6	45,100,772	24,219,114	1.4872
COLUMBUS	1,791.2	683.9	164.7	11.9	263.9	144.4	210.4	328.4	369.4	420.0	20,133,489	11,002,405	.6749
DAYTON	1,316.5	502.2	133.9	9.1	196.3	111.0	135.1	223.3	276.1	333.8	15,465,388	7,730,649	.5001
LIMA	113.6	41.6	11.8	1.0	17.7	9.8	11.5	18.8	21.5	30.3	1,227,682	832,968	.0445
TOLEDO	1,104.7	411.3	74.5	37.8	171.0	92.3	125.5	187.3	209.9	282.3	12,592,230	7,181,463	.4264
YOUNGSTOWN	744.1	279.1	64.9	7.9	105.7	61.3	73.5	119.8	146.0	216.7	8,034,893	4,148,753	.2669
ZANESVILLE	85.0	32.1	3.8	.3	13.0	7.4	8.7	13.4	16.6	23.2	767,383	452,524	.0276
OKLAHOMA													
ARDMORE-ADA	196.4	74.2	8.8	2.2	27.7	15.4	18.6	27.6	37.0	64.4	1,398,140	814,415	.0532
OKLAHOMA CITY	1,565.7	599.1	107.6	34.9	227.8	117.8	180.8	269.9	311.8	406.6	15,190,875	10,606,257	.5685
TULSA	1,199.6	459.1	80.7	16.9	177.0	95.2	115.0	203.0	248.6	323.1	11,229,496	6,311,743	.3961
OREGON													
BEND	71.4	27.2	.0	1.3	10.8	5.5	6.5	14.6	14.9	16.7	677,727	402,009	.0243
EUGENE	491.5	190.2	2.1	10.7	69.4	36.5	61.9	98.8	96.5	112.9	5,036,320	2,788,589	.1729
MEDFORD	355.4	137.8	1.2	12.0	51.2	28.0	30.1	61.6	72.1	101.5	3,353,603	2,049,261	.1208
PORTLAND	2,104.5	823.0	39.0	55.1	302.2	161.4	204.6	412.8	425.9	530.5	25,288,858	13,669,280	.8325
PENNSYLVANIA													
ERIE	421.6	155.8	14.9	2.8	62.4	35.5	46.1	68.3	79.8	116.8	4,713,046	2,659,080	.1594
HARRISBURG-YORK-LANCASTER-LEBANON	1,470.6	557.0	58.6	22.8	204.4	119.3	151.5	251.1	303.4	399.9	18,416,618	10,288,656	.6077
JOHNSTOWN-ALTOONA	775.3	283.9	7.6	3.5	107.1	62.0	95.1	121.8	143.9	224.2	7,336,487	4,012,229	.2562
PHILADELPHIA	7,243.3	2,703.6	1,221.3	218.6	961.1	602.6	758.7	1,205.5	1,472.6	2,048.7	100,660,887	53,677,416	3.2102
PITTSBURGH	3,051.3	1,177.6	196.3	16.7	385.5	240.9	322.4	492.8	588.6	944.2	35,152,358	17,844,526	1.1468
WILKES BARRE-SCRANTON	1,297.2	495.8	7.7	5.5	165.9	100.6	123.6	193.4	246.2	435.1	13,386,152	7,683,303	.4638
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	1,567.3	556.9	42.8	35.3	196.0	123.6	162.0	247.8	287.6	451.6	19,230,606	11,288,987	.6423
SOUTH CAROLINA													
CHARLESTON	638.9	219.5	231.4	10.4	103.6	57.5	86.8	121.4	124.1	123.0	5,817,172	3,678,808	.2137
COLUMBIA	829.7	297.2	315.9	11.3	127.7	73.1	105.8	154.1	164.6	178.6	8,560,271	4,524,814	.2897
FLORENCE	425.4	152.6	159.6	4.6	71.4	39.2	44.0	74.2	84.3	97.3	3,785,382	2,847,922	.1483
GREENVILLE-SPARTANBURG-ASHEVILLE	1,687.1	642.3	264.5	13.4	240.1	137.6	171.7	281.0	358.3	452.3	16,768,709	10,203,747	.5968

S&MM ESTIMATES	POPULATION—12/31/88										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
SOUTH DAKOTA													
RAPID CITY	235.7	86.9	1.6	4.3	38.5	19.8	27.0	41.6	43.5	55.6	2,333,817	1,313,644	.0817
SIOUX FALLS-MITCHELL	626.4	236.9	.7	2.0	92.5	52.1	67.6	95.7	110.8	186.0	6,019,100	3,758,064	.2177
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	774.1	282.5	14.3	4.6	115.2	64.7	75.0	129.3	168.1	200.7	7,556,853	3,944,908	.2581
CHATTANOOGA	786.4	293.1	77.2	6.3	119.6	65.1	77.9	134.6	169.9	195.7	7,757,435	4,647,426	.2750
JACKSON	153.8	58.5	32.0	1.3	22.4	12.4	15.0	24.8	30.0	44.5	1,455,607	944,261	.0534
KNOXVILLE	1,063.7	404.0	48.1	8.1	152.7	88.4	109.7	181.7	225.9	275.9	10,450,044	6,618,512	.3774
MEMPHIS	1,677.5	602.9	650.0	17.5	269.7	151.2	182.7	283.7	320.2	412.2	15,675,271	9,595,761	.5673
NASHVILLE	1,898.1	710.5	244.4	18.7	271.3	152.9	205.5	327.3	397.8	486.1	20,767,804	10,190,378	.6791
TEXAS													
ABILENE-SWEETWATER	310.7	115.9	15.3	46.1	44.2	23.6	33.9	45.6	57.4	95.7	2,882,996	2,111,754	.1106
AMARILLO	499.9	185.1	18.9	80.9	79.9	40.2	52.8	81.8	99.0	127.5	4,990,936	3,065,567	.1781
AUSTIN	911.3	349.4	90.3	184.0	127.6	67.9	131.4	185.2	170.7	200.1	10,543,268	5,786,218	.3513
BEAUMONT-PORT ARTHUR	457.6	165.0	105.2	16.5	70.3	39.0	46.1	73.8	91.3	121.6	4,946,049	2,870,541	.1703
CORPUS CHRISTI	526.5	174.0	19.7	311.8	93.2	48.0	56.9	90.1	99.9	118.0	4,601,202	3,240,443	.1771
DALLAS-FT. WORTH	4,510.1	1,693.7	632.6	426.2	677.0	361.7	481.3	850.4	971.0	1,025.6	56,657,078	31,388,162	1.8628
EL PASO	716.8	221.0	26.1	483.2	134.8	68.1	91.6	123.5	138.9	132.5	5,668,198	3,279,247	.2106
HOUSTON	3,949.1	1,438.3	753.8	716.6	634.0	320.2	441.5	829.1	846.8	737.3	47,944,458	27,314,892	1.6013
LAREDO	131.4	35.7	.1	126.6	28.2	14.2	13.7	20.3	22.8	26.7	741,251	1,142,770	.0437
LUBBOCK	392.1	137.2	25.5	118.7	63.4	33.2	54.4	65.0	73.5	87.5	3,484,272	2,293,438	.1300
MCALLEN-BROWNSVILLE	696.5	194.9	1.9	601.3	149.9	73.3	67.4	108.6	120.9	147.2	4,186,565	3,504,238	.1887
ODESSA-MIDLAND	401.4	142.2	20.8	123.5	67.8	34.0	43.9	70.3	80.9	88.7	4,476,859	3,594,354	.1711
SAN ANGELO	132.4	48.1	4.7	36.8	19.0	10.3	15.7	21.3	24.7	37.1	1,355,230	1,016,813	.0517
SAN ANTONIO	1,677.8	566.6	106.3	866.9	281.9	151.6	180.9	283.0	324.7	396.5	15,815,036	9,189,651	.5623
TYLER-LONGVIEW-JACKSONVILLE	467.4	169.6	99.9	20.0	69.9	36.4	52.4	76.5	90.1	126.9	4,680,689	3,043,771	.1702
VICTORIA	76.4	26.1	4.8	27.2	13.1	6.7	8.3	13.8	15.3	16.2	762,288	579,412	.0291
WACO-TEMPLE-BRYAN	688.2	244.4	118.4	79.8	98.1	49.4	123.7	113.0	117.2	162.2	6,640,060	3,718,943	.2322
WICHITA FALLS-LAWTON	445.7	161.9	40.0	28.4	64.7	34.5	56.6	71.9	84.0	118.6	4,007,157	2,568,182	.1483
UTAH													
SALT LAKE CITY	1,891.4	599.0	10.4	84.6	389.3	156.6	225.3	336.8	330.7	347.1	17,162,309	9,787,068	.6117
VERMONT													
BURLINGTON-PLATTSBURGH	722.0	265.1	4.5	6.2	102.1	61.8	89.0	128.8	141.6	177.9	7,986,111	5,319,132	.2861
VIRGINIA													
CHARLOTTESVILLE	105.0	40.7	15.7	1.0	11.5	7.3	19.8	21.1	19.8	22.9	1,406,362	1,051,444	.0506
HARRISONBURG	103.8	35.8	2.5	.8	12.8	7.6	17.5	17.1	20.0	26.0	980,782	682,084	.0370
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,641.0	567.1	506.1	26.9	235.8	134.6	233.1	298.8	332.1	355.5	18,731,394	10,432,409	.6295
RICHMOND	1,226.3	439.7	364.4	11.3	166.8	101.9	127.6	223.5	259.3	313.7	15,108,018	8,463,890	.5007
ROANOKE-LYNCHBURG	1,019.7	364.6	168.4	7.0	135.3	81.6	118.5	169.0	212.7	277.3	10,939,992	5,905,250	.3683
WASHINGTON													
SEATTLE-TACOMA	3,293.7	1,311.6	111.1	74.4	446.8	250.3	360.3	647.0	690.0	800.1	46,549,486	22,867,593	1.4442
SPOKANE	854.9	327.2	5.8	21.1	129.1	68.3	94.9	153.0	167.6	213.4	8,794,071	4,634,578	.2979

WASH. (cont.)

S&MM ESTIMATES

STATE S&MM/ARBITRON TV MARKET (ADI)	POPULATION—12/31/88 Total Pop. (Thous.)	House-holds. (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
YAKIMA	473.7	175.3	5.0	50.3	74.0	38.9	49.5	83.3	93.3	115.4	5,285,299	2,732,794	.1743
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	412.2	151.2	29.0	3.2	66.8	34.2	39.5	70.1	76.1	112.4	3,284,233	2,261,041	.1281
CHARLESTON-HUNTINGTON	1,414.0	520.5	32.5	8.9	221.2	117.6	145.4	237.9	281.3	365.1	12,276,583	7,380,750	.4498
CLARKSBURG-WESTON	290.7	112.0	4.0	2.4	41.6	23.0	29.0	45.8	54.1	88.7	2,369,200	1,585,387	.0908
PARKERSBURG	92.0	36.2	.8	.4	13.5	7.6	8.5	15.3	19.5	24.9	940,336	663,080	.0350
WHEELING-STEUBENVILLE	413.4	157.3	10.2	2.1	58.7	33.3	40.3	66.0	78.7	124.7	3,921,025	2,124,953	.1366
WISCONSIN													
GREEN BAY-APPLETON	1,025.2	380.8	1.3	6.0	152.4	94.0	107.2	168.8	193.8	276.0	11,233,148	6,019,337	.3767
LA CROSSE-EAU CLAIRE	455.0	166.7	.6	1.7	64.5	38.3	57.9	73.1	80.7	126.4	4,691,789	2,858,361	.1659
MADISON	705.3	276.2	11.3	6.0	97.3	57.4	88.9	135.4	135.7	169.9	8,612,799	5,606,637	.3000
MILWAUKEE	2,021.6	764.8	185.4	54.0	289.2	174.6	217.2	350.4	403.7	524.5	26,261,098	13,328,920	.8355
WAUSAU-RHINELANDER	445.2	163.9	.6	1.9	66.1	40.4	46.7	69.9	83.9	123.8	4,648,480	2,736,009	.1620
WYOMING													
CASPER-RIVERTON	115.1	42.6	.5	4.3	19.4	9.2	13.6	23.8	23.4	20.8	1,112,779	690,478	.0400
CHEYENNE-SCOTTSBLUFF	113.0	44.2	2.2	12.8	17.5	9.1	12.6	20.7	22.4	26.7	1,068,618	820,119	.0417
TOTAL UNITED STATES ADIs	[illegible]	91,756.2	30,610.7	19,626.1	35,220.3	20,173.2	26,623.8	43,176.1	49,951.7	63,684.1	3,041,925,973	1,626,077,199	99.2933

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SECTION III

NEWSPAPER MARKET PROFILES

Newspaper Market Households

Market	(Thous.)	Rank
New York, N.Y.	5,165.1	1
Los Angeles–Long Beach, Cal.	4,183.6	2
Chicago, Ill.	2,700.0	3
Detroit, Mich.	1,980.0	4
Philadelphia, Pa.	1,823.6	5
San Francisco, Cal.	1,599.5	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	1,579.3	7
Washington, D.C.	1,468.4	8
Houston, Tex.	1,377.0	9
Newark, N.J.	1,076.4	10
Minneapolis–St. Paul, Minn.	992.3	11
Atlanta, Ga.	971.7	12
Tampa–St. Petersburg–Clearwater, Fla.	939.8	13
Dallas, Tex.	934.8	14
Denver, Colo.	925.8	15
St. Louis, Mo.	919.3	16
Phoenix, Ariz.	901.8	17
Baltimore, Md.	881.5	18
Nassau–Suffolk, N.Y.	877.4	19
Pittsburgh, Pa.	876.2	20
San Diego, Cal.	867.4	21
Riverside–San Bernardino, Cal.	816.1	22
Anaheim–Santa Ana, Cal.	808.2	23
Oakland, Cal.	778.1	24
Seattle, Wash.	777.0	25
Miami–Hialeah, Fla.	745.1	26
Cleveland, Ohio	723.3	27
Kansas City, Mo.–Kans.	636.3	28
Sacramento, Cal.	559.7	29
Portland, Ore.	546.5	30
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	539.3	31
Milwaukee, Wisc.	537.5	32
Cincinnati, Ohio	535.5	33
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	526.5	34
San Antonio, Tex.	523.8	35
Norfolk–Virginia Beach–Newport News, Va.	519.5	36
Fort Worth–Arlington, Tex.	518.9	37
San Jose, Cal.	508.9	38
New Orleans, La.	504.8	39
Bergen–Passaic, N.J.	484.2	40
Indianapolis, Ind.	482.8	41
Columbus, Ohio	469.5	42
Buffalo, N.Y.	454.7	43
Orlando, Fla.	440.7	44
Oklahoma City, Okla.	431.1	45
Little Rock–North Little Rock, Ark.	429.6	46
Greensboro–Winston-Salem–High Point, N.C.	423.1	47
Hartford–New Britain–Middletown–Bristol, Conn.	416.9	48
West Palm Beach–Boca Raton–Delray Beach, Fla.	411.7	49
Salt Lake City–Ogden, Utah	392.9	50
Louisville, Ky.	384.8	51
Richmond–Petersburg, Va.	381.9	52
Dayton–Springfield, Ohio	378.3	53
Omaha, Neb.	377.0	54
Monmouth–Ocean, N.J.	375.9	55
Memphis, Tenn.	372.4	56
Des Moines, Iowa	367.0	57
Providence–Pawtucket–Woonsocket, R.I.	366.5	58
Jacksonville, Fla.	361.4	59
New Haven–Waterbury–Meriden, Conn.	359.0	60
Birmingham, Ala.	357.2	61
Rochester, N.Y.	354.7	62
Nashville, Tenn.	347.0	63
Austin, Tex.	330.5	64
Albany–Schenectady–Troy, N.Y.	319.3	65
Honolulu, Haw.	314.5	66
Raleigh–Durham, N.C.	313.5	67
Middlesex–Somerset–Hunterdon, N.J.	313.4	68
Tulsa, Okla.	309.1	69
Greenville–Spartanburg, S.C.	304.8	70
Bridgeport–Stamford–Norwalk–Danbury, Conn.	300.0	71
Akron, Ohio	287.1	72
Fresno, Cal.	274.2	73
Albuquerque, N.M.	274.0	74
Las Vegas, Nev.	269.6	75
Tucson, Ariz.	267.6	76
Syracuse, N.Y.	265.9	77
Allentown–Bethlehem, Pa.	260.6	78
Worcester–Fitchburg–Leominster, Mass.	250.2	79
Toledo, Ohio	249.5	80
Sarasota, Fla.	243.0	81
Grand Rapids, Mich.	242.7	82
Scranton–Wilkes-Barre, Pa.	240.6	83
Spokane, Wash.	231.5	84
Knoxville, Tenn.	228.5	85
Madison, Wisc.	228.0	86
Johnson City–Kingsport–Bristol, Tenn.	225.9	87
Wilmington, Del.	222.8	88
Springfield, Mass.	218.7	89
Gary–Hammond, Ind.	217.8	90
Wichita, Kans.	215.2	91
Oxnard–Ventura, Cal.	213.3	92
Jersey City, N.J.	213.0	93
Roanoke, Va.	212.9	94
Columbia, S.C.	212.1	95
Tacoma, Wash.	210.3	96
Baton Rouge, La.	209.9	97
Lexington-Fayette, Ky.	207.7	98
Mobile, Ala.	194.4	99
Youngstown–Warren, Ohio	191.3	100
Charleston, S.C.	189.2	101
Harrisburg–Lebanon–Carlisle, Pa.	185.5	102
New Bedford–Fall River–Attleboro, Mass.	185.0	103
Bakersfield, Cal.	183.4	104
Chattanooga, Tenn.	179.4	105
Fort Wayne, Ind.	178.1	106
Shreveport, La.	178.0	107
Charleston, W.Va.	176.9	108
Santa Rosa–Petaluma, Cal.	176.1	109
El Paso, Tex.	175.1	110
Augusta, Ga.	172.8	111
Portland, Me.	167.1	112
Lake County, Ill.	167.0	113
Beaumont–Port Arthur, Tex.	165.0	114
Davenport–Rock Island–Moline, Iowa–Ill.	162.0	115
Peoria, Ill.	161.9	116
Flint, Mich.	161.7	117
Stockton, Cal.	160.0	118
Melbourne–Titusville–Palm Bay, Fla.	157.4	119
Lansing–East Lansing, Mich.	157.4	119
Corpus Christi, Tex.	157.1	121
Daytona Beach, Fla.	156.9	122
Colorado Springs, Colo.	154.5	123
Lakeland–Winter Haven, Fla.	151.1	124
Saginaw–Bay City–Midland, Mich.	150.8	125
Lancaster, Pa.	149.3	126
Macon–Warner Robins, Ga.	148.2	127
Evansville, Ind.	146.2	128
Bangor, Me.	143.5	129
Lubbock, Tex.	143.0	130
Jackson, Miss.	142.2	131
Asheville, N.C.	140.7	132
Appleton–Oshkosh–Neenah, Wisc.	140.2	133
Reno, Nev.	139.9	134
Canton, Ohio	139.2	135
Amarillo, Tex.	137.2	136
Lincoln, Neb.	137.1	137
Manchester–Nashua, N.H.	137.0	138
South Bend–Mishawaka, Ind.	132.5	139
Fort Myers–Cape Coral, Fla.	131.6	140
Pensacola, Fla.	131.0	141
Santa Barbara–Santa Maria–Lompoc, Cal.	130.9	142
Joliet, Ill.	128.9	143
Reading, Pa.	128.7	144
York, Pa.	128.2	145
Aurora–Elgin, Ill.	128.0	146
New London–Norwich, Conn.	127.9	147
Duluth, Minn.	127.3	148
Rockford, Ill.	124.9	149
Atlantic City, N.J.	123.9	150
Montgomery, Ala.	122.7	151
Orange County, N.Y.	122.5	152
Biloxi–Gulfport, Miss.	122.5	152
Modesto, Cal.	120.3	154
Trenton, N.J.	119.6	155
Springfield, Mo.	119.4	156
Binghamton, N.Y.	117.8	157
Anchorage, Alas.	116.5	158
Utica–Rome, N.Y.	116.1	159
Salinas–Seaside–Monterey, Cal.	115.3	160
Savannah, Ga.	115.1	161
Billings, Mont.	111.3	162
Kalamazoo, Mich.	109.5	163
Vallejo–Fairfield–Napa, Cal.	108.2	164
Eugene–Springfield, Ore.	106.7	165
Topeka, Kans.	105.7	166
Erie, Pa.	104.2	167
Mcallen–Edinburg–Mission, Tex.	104.0	168
Columbus, Ga.	103.3	169
Cedar Rapids, Iowa	103.0	170
Ann Arbor, Mich.	101.3	171
Hamilton–Middletown, Ohio	101.2	172
Salem, Ore.	101.1	173
Tallahassee, Fla.	100.2	174
Pueblo, Colo.	99.8	175
Fort Smith, Ark.	99.3	176
Boise, Ida.	97.5	177
Gainesville, Fla.	97.4	178
Lorain–Elyria, Ohio	97.2	179
Bloomington–Normal, Ill.	96.1	180
Fayetteville, N.C.	95.5	181
Wilmington, N.C.	94.9	182
Fargo–Moorhead, N.D.–Minn.	94.2	183
Sioux City, Iowa	93.7	184
Johnstown, Pa.	93.5	185
Tupelo, Miss.	92.2	186
Huntsville, Ala.	92.0	187
Abilene, Tex.	91.2	188
Green Bay, Wisc.	90.8	189
Sioux Falls, S.D.	90.3	190
Poughkeepsie, N.Y.	90.1	191
Santa Cruz, Cal.	87.5	192
Wheeling, W.Va.	87.2	193
Boulder–Longmont, Colo.	86.4	194
Carbondale, Ill.	86.3	195
Waco, Tex.	85.4	196
Springfield, Ill.	85.2	197
Waterloo–Cedar Falls, Iowa	84.3	198
Champaign–Urbana–Rantoul, Ill.	82.8	199
Watertown, N.Y.	82.3	200
Huntington–Ashland, W.Va.–Ky.	82.1	201
Burlington, Vt.	81.5	202
Vancouver, Wash.	81.4	203
Bradenton, Fla.	81.3	204
Brownsville–Harlingen, Tex.	81.0	205
Niagara Falls, N.Y.	80.9	206
Grand Forks, N.D.	80.3	207
Janesville–Beloit, Wisc.	79.6	208
Jackson, Tenn.	79.5	209
Chico, Cal.	79.4	210
St. Joseph, Mo.	78.8	211
San Luis Obispo, Cal.	78.4	212
Lynchburg, Va.	77.4	213
Terre Haute, Ind.	77.3	214
Hyannis, Mass.	76.9	215
Alexandria, La.	76.6	216
Lake Charles, La.	75.9	217
Wichita Falls, Tex.	75.2	218
Ocala, Fla.	75.0	219
Hutchinson, Kans.	73.6	220
Killeen–Temple, Tex.	73.5	221
Leesburg, Fla.	73.4	222
Joplin, Mo.	72.2	223
Beaver County, Pa.	71.5	224
Anderson, S.C.	71.1	225
Tuscaloosa, Ala.	70.7	226
Yakima, Wash.	69.7	227
Provo–Orem, Utah	69.7	227
Beckley, W.Va.	69.6	229
Parkersburg–Marietta, W.Va.–Ohio	69.4	230
Decatur, Ill.	69.3	231
Lima, Ohio	69.2	232
Lewiston–Auburn, Me.	69.2	232
Tyler, Tex.	68.4	234
Muncie, Ind.	68.3	235
Bremerton, Wash.	67.8	236
Monroe, La.	67.5	237
Fort Walton Beach, Fla.	67.5	237
Muskegon, Mich.	66.7	239
La Crosse, Wisc.	66.4	240
Florence, S.C.	66.1	241
Eau Claire, Wisc.	65.8	242
Racine, Wisc.	64.8	243
Florence, Ala.	64.7	244
Sunbury, Pa.	64.5	245
Lafayette–West Lafayette, Ind.	63.9	246
Pottsville, Pa.	63.3	247
Benton Harbor, Mich.	63.0	248
Anniston, Ala.	62.5	249
Rapid City, S.D.	62.2	250
Odessa, Tex.	62.1	251
Olympia, Wash.	61.8	252
Albany, Ga.	61.5	253
Texarkana, Tex.–Ark.	61.4	254
Waterville, Me.	60.8	255
Lafayette, La.	60.2	256
Charlottesville, Va.	59.6	257
San Angelo, Tex.	59.5	258
Owensboro, Ky.	58.9	259
Dubuque, Iowa	58.4	260
Redding, Cal.	58.2	261
Great Falls, Mont.	58.1	262
Rochester, Minn.	57.8	263
Victoria, Tex.	57.4	264
Casper, Wyo.	57.1	265
Missoula, Mont.	56.8	266
Naples, Fla.	56.3	267
Fredericksburg, Va.	56.1	268
Elmira, N.Y.	55.8	269
Butler, Pa.	55.7	270
Pittsfield, Mass.	55.4	271
Medford, Ore.	55.3	272
Olean, N.Y.	55.2	273
Panama City, Fla.	55.1	274
Elkhart–Goshen, Ind.	55.0	275
Richland–Kennewick–Pasco, Wash.	54.9	276
Paducah, Ky.	54.3	277
Jamestown–Dunkirk, N.Y.	54.0	278
Longview–Marshall, Tex.	53.4	279
Battle Creek, Mich.	53.2	280
Myrtle Beach, S.C.	53.1	281
Jackson, Mich.	52.8	282
Salina, Kans.	52.3	283
Bismarck, N.D.	51.4	284
Altoona, Pa.	50.6	285
Sandusky, Ohio	50.0	286
Anderson, Ind.	49.2	287
Kankakee, Ill.	49.1	288
Mansfield, Ohio	48.9	289
Mankato, Minn.	48.9	289
Decatur, Ala.	48.9	289
Cumberland, Md.	48.9	289
St. Cloud, Minn.	47.3	293
Gadsden, Ala.	47.0	294
Sharon, Pa.	46.1	295
Wooster, Ohio	45.7	296
Traverse City, Mich.	45.6	297
Hickory, N.C.	44.9	298
Kenosha, Wisc.	44.5	299
Grand Junction, Colo.	44.5	299
Williamsport, Pa.	44.4	301
Bloomington, Ind.	44.4	301
Minot, N.D.	43.7	303
Wenatchee, Wash.	43.3	304
Hagerstown, Md.	42.1	305
Lawton, Okla.	41.8	306
Burlington, N.C.	40.7	307
Jonesboro, Ark.	40.6	308
Glens Falls, N.Y.	40.5	309
Danville, Va.	40.5	309
Harrisonburg, Va.	40.9	311
Quincy, Ill.	39.7	312
Fort Pierce, Fla.	39.6	313
New Philadelphia–Dover, Ohio	39.4	314
Kokomo, Ind.	38.5	315
Sheboygan, Wisc.	38.4	316
Vero Beach, Fla.	36.4	317
Enid, Okla.	35.9	318
Portsmouth–Dover–Rochester, N.H.	35.7	319
Findlay, Ohio	25.2	320

Newspaper Market Profiles

S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% House-hold Cov.
ALABAMA										
ANNISTON (Calhoun) . . . **Over 50%:** Calhoun; **20 - 49%:** Clay, Cleburne, Randolph.	172.4	62.5	1,468,270	656,219	135,949	82,348	30,670	160,652	31,574	49.2
BIRMINGHAM (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Blount, St. Clair, Shelby, Walker.	934.9	357.2	9,653,194	5,266,623	1,017,367	611,920	245,046	1,427,829	243,520	52.8
DECATUR (Morgan) . . . **Over 50%:** Morgan; **20 - 49%:** Lawrence.	134.4	48.9	1,218,175	664,842	132,618	88,878	35,063	173,464	27,035	47.5
FLORENCE (Lauderdale) . . . **Over 50%:** Colbert; **20 - 49%:** Franklin, Lauderdale.	169.2	64.7	1,565,695	922,372	154,864	138,472	43,995	268,789	27,774	45.2
GADSDEN (Etowah) . . . **Over 50%:** Etowah; **20 - 49%:** Cherokee.	124.2	47.0	1,063,271	531,644	112,754	67,271	29,377	117,761	20,746	55.8
HUNTSVILLE (Madison) . . . **Over 50%:** Madison.	242.0	92.0	3,196,825	1,512,973	247,936	183,405	115,655	428,664	46,142	63.3
MOBILE (Mobile) . . . **Over 50%:** Mobile; **20 - 49%:** Baldwin, Clarke, Washington.	532.6	194.4	5,273,018	3,241,893	653,123	393,802	195,227	800,478	176,844	47.6
MONTGOMERY (Montgomery) . . . **20 - 49%:** Autauga, Bullock, Butler, Elmore, Montgomery.	338.1	122.7	3,324,988	1,967,731	342,014	255,518	64,895	564,388	89,716	38.9
TUSCALOOSA (Tuscaloosa) . . . **Over 50%:** Tuscaloosa; **20 - 49%:** Greene, Hale, Pickens.	194.6	70.7	1,615,677	966,514	221,626	119,072	33,931	231,476	40,466	45.5
ALASKA										
ANCHORAGE (Anchorage) . . . **Over 50%:** Anchorage, Matanuska-Susitna, North Slope; **20 - 49%:** Kenai Peninsula, Valdez - Cordova.	322.3	116.5	4,712,279	2,641,492	619,671	402,156	79,307	416,976	85,100	73.2
ARIZONA										
PHOENIX (Maricopa) . . . **Over 50%:** Maricopa; **20 - 49%:** Coconino, Gila, Greenlee, La Paz, Pinal.	2,326.3	901.8	28,692,068	16,865,733	3,797,887	1,785,876	918,544	4,069,386	616,456	50.9
TUCSON (Pima) . . . **20 - 49%:** Pima, Santa Cruz.	677.0	267.6	7,208,366	4,471,555	960,428	612,506	229,190	955,019	188,675	47.7
ARKANSAS										
FORT SMITH (Sebastian) . . . **Over 50%:** Sebastian; **20 - 49%:** Crawford, Franklin, Logan; OKLA.: Le Flore, Sequoyah.	268.6	99.3	2,342,201	1,188,667	265,775	179,878	47,578	258,331	33,121	41.0
JONESBORO (Craighead) . . . **Over 50%:** Craighead; **20 - 49%:** Lawrence, Poinsett.	110.7	40.6	939,298	647,680	130,009	107,676	22,872	122,901	27,575	51.0
LITTLE ROCK–NORTH LITTLE ROCK (Pulaski) . . . **Over 50%:** Pulaski; **20 - 49%:** Arkansas, Ashley, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Garland, Grant, Hot Spring, Independence, Izard, Jackson, Jefferson, Lincoln, Lonoke, Monroe, Nevada, Ouachita, Perry, Pike, Pope, Prairie, Saline, Van Buren, White, Woodruff.	1,165.5	429.6	11,415,107	6,713,014	1,523,668	1,015,981	268,911	1,557,329	173,462	44.3
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **Over 50%:** TEX.: Bowie; **20 - 49%:** ARK.: Little River, Miller; TEX.: Cass.	168.5	61.4	1,536,740	959,714	223,365	139,001	40,859	203,594	30,113	44.9
CALIFORNIA										
ANAHEIM–SANTA ANA (Orange) . . . **20 - 49%:** Orange.	2,273.7	808.3	38,034,417	17,860,987	3,467,139	1,904,945	758,020	4,152,216	588,609	37.1
BAKERSFIELD (Kern) . . . **20 - 49%:** Kern.	519.4	183.4	6,386,866	3,052,181	773,017	246,982	147,915	646,385	119,118	43.8
CHICO (Butte) . . . **20 - 49%:** Butte, Glenn.	199.7	79.4	2,171,776	1,193,030	324,813	107,237	57,193	194,639	74,640	33.8
FRESNO (Fresno) . . . **Over 50%:** Fresno; **20 - 49%:** Kings, Madera.	787.1	274.2	9,457,857	4,212,526	942,696	429,428	233,676	875,013	264,359	47.0
LOS ANGELES–LONG BEACH (Los Angeles) . . . **20 - 49%:** Los Angeles, Orange, Ventura.	11,623.5	4,183.6	177,482,129	81,016,622	14,964,120	8,358,349	5,914,724	17,709,969	3,189,404	41.3
MODESTO (Stanislaus) . . . **Over 50%:** Stanislaus.	342.1	120.3	3,948,273	2,020,713	472,294	245,589	139,455	329,673	129,400	53.0
OAKLAND (Alameda, Contra Costa) . . . **Over 50%:** Contra Costa; **20 - 49%:** Alameda.	2,009.1	778.1	34,406,510	14,699,893	2,924,179	1,619,923	948,864	2,845,925	662,512	43.8
OXNARD–VENTURA (Ventura) . . . **20 - 49%:** Ventura.	645.1	213.3	9,925,490	3,864,453	886,053	467,070	199,309	914,264	167,485	23.1

CAL. (cont.)

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% House-hold Cov.
REDDING (Shasta) . . . **Over 50%:** Shasta; **20 - 49%:** Trinity.	154.4	58.2	1,676,971	960,211	225,152	86,669	36,452	157,347	58,315	60.4
RIVERSIDE–SAN BERNARDINO (Riverside, San Bernardino) . . . **20 - 49%:** Riverside, San Bernardino.	2,287.7	816.1	29,506,910	12,807,017	3,023,331	1,460,510	700,102	2,558,793	489,738	39.7
SACRAMENTO (Sacramento) . . . **Over 50%:** Sacramento; **20 - 49%:** Amador, Colusa, El Dorado, Placer, Yolo.	1,440.3	559.7	20,843,354	9,784,885	2,002,868	1,047,007	687,759	1,996,944	501,689	53.7
SALINAS–SEASIDE–MONTEREY (Monterey) . . . **20 - 49%:** Monterey.	352.0	115.3	4,451,038	2,061,705	364,058	216,559	132,037	392,873	95,494	28.9
SAN DIEGO (San Diego) . . . **Over 50%:** San Diego.	2,382.0	867.4	36,146,308	16,135,201	3,150,221	1,702,102	1,093,031	3,599,715	602,956	52.4
SAN FRANCISCO (San Francisco, Marin, San Mateo) . . . **Over 50%:** Marin, San Francisco, San Mateo; **20 - 49%:** Alameda, Contra Costa, Sonoma.	3,982.8	1,599.5	71,451,931	32,892,917	6,225,623	3,480,313	2,157,674	5,745,673	1,396,230	38.6
SAN JOSE (Santa Clara) . . . **Over 50%:** Santa Clara.	1,437.4	508.9	26,185,653	11,385,889	2,004,361	1,456,210	947,352	2,205,947	513,139	50.7
SAN LUIS OBISPO (San Luis Obispo) . . . **20 - 49%:** San Luis Obispo.	207.9	78.4	2,605,104	1,165,148	289,615	55,468	52,929	187,272	62,008	36.9
SANTA BARBARA–SANTA MARIA–LOMPOC (Santa Barbara) . . . **20 - 49%:** Santa Barbara.	347.0	130.9	5,269,900	3,098,483	627,830	245,784	178,649	491,487	144,566	37.4
SANTA CRUZ (Santa Cruz) . . . **20 - 49%:** Santa Cruz.	234.4	87.5	3,514,362	1,394,451	314,901	95,340	80,396	249,558	67,236	30.6
SANTA ROSA–PETALUMA (Sonoma) . . . **20 - 49%:** Mendocino, Sonoma.	445.9	176.1	6,713,428	2,891,247	678,317	260,734	168,636	460,632	184,959	43.2
STOCKTON (San Joaquin) . . . **20 - 49%:** San Joaquin.	467.2	160.0	5,367,725	2,537,682	550,022	261,869	161,156	548,664	146,582	31.2
VALLEJO–FAIRFIELD–NAPA (Solano) . . . **20 - 49%:** Solano.	312.8	108.2	3,850,739	1,779,317	383,298	161,767	93,300	393,505	112,503	23.2
COLORADO										
BOULDER–LONGMONT (Boulder) . . . **20 - 49%:** Boulder.	221.4	86.4	2,722,102	1,729,250	372,211	169,155	79,603	385,571	36,851	35.3
COLORADO SPRINGS (El Paso) . . . **Over 50%:** El Paso, Teller.	413.0	154.5	4,546,517	2,617,507	464,128	336,833	147,644	600,339	49,625	66.6

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COLO. (cont.)

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STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% House-hold Cov.
DENVER (Denver) . . . **Over 50%:** Adams, Arapahoe, Denver, Douglas, Jefferson; **20 - 49%:** Boulder, Chaffee, Cheyenne, Clear Creek, Eagle, Garfield, Gilpin, Grand, Gunnison, Hinsdale, Jackson, Kit Carson, Lake, La Plata, Larimer, Lincoln, Logan, Morgan, Ouray, Phillips, Pitkin, Routt, Sedgwick, Summit, Washington, Yuma.	2,338.7	925.8	30,025,883	16,320,273	3,404,905	1,958,279	849,621	3,344,716	350,445	57.2
GRAND JUNCTION (Mesa) . . . **Over 50%:** Mesa; **20 - 49%:** Delta, Rio Blanco.	118.3	44.5	1,220,527	611,306	121,986	76,495	26,587	120,584	17,079	56.3
PUEBLO (Pueblo) . . . **Over 50%:** Pueblo; **20 - 49%:** Alamosa, Baca, Bent, Crowley, Custer, Fremont, Huerfano, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	263.7	99.8	2,216,215	1,232,685	317,007	167,549	51,015	250,302	41,920	48.8
CONNECTICUT										
BRIDGEPORT–STAMFORD–NORWALK–DANBURY (Fairfield) . . . **20 - 49%:** Fairfield.	830.9	300.0	16,822,724	8,315,406	1,441,925	963,282	463,143	1,829,622	177,343	43.6
HARTFORD–NEW BRITAIN–MIDDLETOWN–BRISTOL (Hartford) . . . **Over 50%:** Hartford, Tolland; **20 - 49%:** Middlesex.	1,117.4	416.9	17,914,122	9,342,838	1,706,471	993,297	490,975	2,152,924	290,092	60.0
NEW HAVEN–WATERBURY–MERIDEN (New Haven) . . . **Over 50%:** New Haven; **20 - 49%:** Litchfield.	963.3	339.0	15,149,847	7,253,699	1,443,376	786,559	369,126	1,601,801	186,346	52.2
NEW LONDON–NORWICH (New London) . . . **Over 50%:** New London; **20 - 49%:** Windham.	345.0	127.9	4,862,306	2,551,042	483,442	180,312	128,056	687,071	63,279	55.1
DELAWARE										
WILMINGTON (New Castle) . . . **Over 50%:** New Castle; **20 - 49%:** Sussex; MD.: Cecil.	614.3	222.8	7,947,837	4,665,597	853,311	599,196	269,716	1,028,992	144,983	48.5
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Loudoun, Prince William.	3,911.5	1,468.4	70,393,289	32,341,635	5,780,301	3,631,326	2,224,100	7,552,111	1,287,909	66.8
FLORIDA										
BRADENTON (Manatee) . . . **20 - 49%:** Manatee.	187.5	81.3	2,309,164	1,541,405	330,918	160,849	80,985	428,188	60,401	46.3
DAYTONA BEACH (Volusia) . . . **Over 50%:** Flagler, Volusia.	366.9	156.9	4,408,870	2,510,392	590,718	262,913	157,549	564,446	107,577	52.7
FORT LAUDERDALE–HOLLYWOOD–POMPANO BEACH (Broward) . . . **20 - 49%:** Broward.	1,214.3	526.5	18,729,983	11,186,879	1,905,696	1,039,742	875,665	3,255,885	437,038	34.8
FORT MYERS–CAPE CORAL (Lee) . . . **Over 50%:** Lee.	367.3	131.6	4,158,704	2,330,074	511,542	248,257	196,796	539,548	87,736	50.2
FORT PIERCE (Martin) . . . **Over 50%:** Martin.	93.7	39.6	1,186,864	673,235	144,441	64,892	50,471	170,998	22,008	51.2
FORT WALTON BEACH (Okaloosa) . . . **Over 50%:** Okaloosa; **20 - 49%:** Walton.	182.2	67.5	1,972,628	1,232,589	239,479	168,919	76,753	296,055	35,181	46.2
GAINESVILLE (Alachua) . . . **Over 50%:** Alachua; **20 - 49%:** Bradford, Dixie, Gilchrist, Levy, Union.	262.9	97.4	2,601,402	1,608,957	404,348	171,977	68,101	357,303	41,956	50.2
JACKSONVILLE (Duval) . . . **Over 50%:** Duval; **20 - 49%:** Baker, Clay, Nassau, St. Johns; GA.: Camden.	999.1	361.4	11,419,942	6,133,704	1,144,285	614,381	270,037	1,649,023	251,387	48.6
LAKELAND–WINTER HAVEN (Polk) . . . **20 - 49%:** Polk.	401.6	151.1	4,159,465	2,446,337	602,464	283,792	88,712	662,234	78,496	46.9
LEESBURG (Lake) . . . **20 - 49%:** Lake, Sumter.	176.7	73.4	1,862,446	1,121,218	260,832	102,437	54,724	288,802	42,071	36.1
MELBOURNE–TITUSVILLE–PALM BAY (Brevard) . . . **20 - 49%:** Brevard.	389.1	157.4	4,575,045	2,551,869	500,210	350,711	99,145	702,425	142,318	43.2
MIAMI–HIALEAH (Dade) . . . **20 - 49%:** Dade, Monroe.	1,927.1	745.1	25,908,561	16,764,784	2,833,547	1,725,874	868,356	4,392,213	803,197	42.6
NAPLES (Collier) . . . **Over 50%:** Collier.	133.1	56.3	1,752,024	1,317,285	299,394	96,732	124,138	288,175	40,834	55.6
OCALA (Marion) . . . **Over 50%:** Marion.	189.7	75.0	1,781,398	1,409,515	306,972	164,155	83,461	304,398	52,874	51.7

FLA. (cont.)

S&MM ESTIMATES

STATE

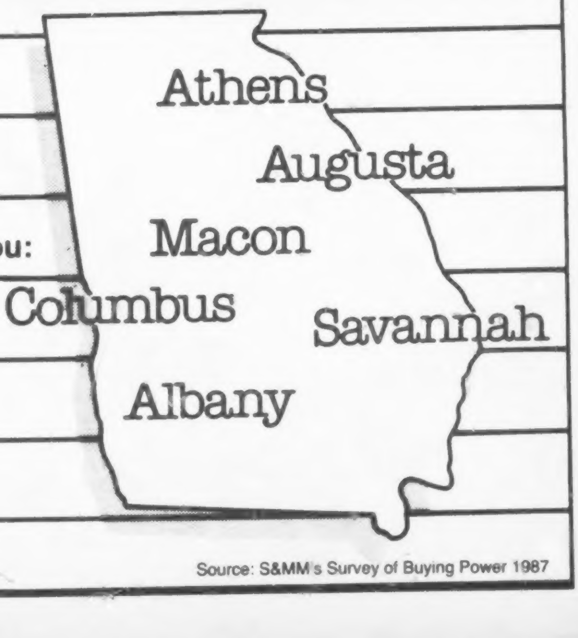
S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furn't./Furnish./Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% House-hold Cov.
ORLANDO (Orange) . . . **20 - 49%:** Lake, Orange, Osceola, Seminole.	1,135.3	440.7	14,046,974	9,079,799	1,793,739	931,410	403,069	2,614,408	251,707	46.1
PANAMA CITY (Bay) . . . **Over 50%:** Bay; **20 - 49%:** Gulf.	144.6	55.1	1,296,828	976,616	157,971	124,415	45,326	270,842	35,143	55.6
PENSACOLA (Escambia) . . . **20 - 49%:** Escambia, Santa Rosa.	355.1	131.0	3,933,961	2,119,217	420,070	330,856	99,241	570,244	64,981	40.2
SARASOTA (Sarasota) . . . **Over 50%:** Sarasota; **20 - 49%:** Charlotte, Manatee.	542.8	243.0	7,111,971	4,540,162	949,206	451,790	342,995	1,167,371	181,609	44.5
TALLAHASSEE (Leon) . . . **Over 50%:** Leon; **20 - 49%:** Franklin, Gadsden, Jefferson, Liberty, Wakulla.	269.7	100.2	2,876,670	1,615,863	348,745	262,021	110,119	279,636	44,301	49.1
TAMPA–ST. PETERSBURG–CLEARWATER (Hillsborough, Pinellas) . . . **Over 50%:** Hernando, Hillsborough, Pasco, Pinellas; **20 - 49%:** Citrus, Hardee, Highlands.	2,212.5	939.8	27,340,531	15,486,951	3,551,054	1,761,308	990,648	3,767,319	561,151	57.9
VERO BEACH (Indian River) . . . **Over 50%:** Indian River.	87.2	36.4	1,127,355	601,755	143,514	53,934	42,240	116,631	33,689	62.2
WEST PALM BEACH–BOCA RATON–DELRAY BEACH (Palm Beach) . . . **20 - 49%:** Martin, Okeechobee, Palm Beach.	958.7	411.7	15,114,728	8,245,554	1,660,968	849,412	656,586	2,033,710	318,217	35.9
GEORGIA										
ALBANY (Dougherty) . . . **Over 50%:** Calhoun, Dougherty; **20 - 49%:** Clay, Miller, Mitchell, Randolph, Terrell, Worth.	181.9	61.5	1,557,065	1,062,203	227,405	138,089	59,303	264,772	32,151	48.8
ATLANTAATLANTA (Gwinnett, Fulton) . . . **Over 50%:** Cobb, Gwinnett; **20 - 49%:** Butts, Cherokee, Clayton, Coweta, De Kalb, Douglas, Fayette, Fulton, Henry, Newton, Rabun, Rockdale, Towns.	2,586.5	971.7	36,102,402	21,469,566	3,662,584	2,691,423	1,159,392	5,301,775	769,177	44.8

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,422,000 Population
- 501,700 Households
- $14,993,703,000 Effective Buying Income
- $8,198,971,000 Retail Sales
- $1,578,912,000 Food Sales



Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1987

GA. (cont.)

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% Household Cov
AUGUSTA (Richmond) . . . **Over 50%:** Richmond; **20 - 49%:** Burke, Columbia, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	489.1	172.8	4,900,210	2,574,789	558,874	315,747	152,611	620,197	115,981	44.2
COLUMBUS (Muscogee) . . . **Over 50%:** Chattahoochee; **20 - 49%:** ALA.: Russell; GA.: Harris, Marion, Muscogee, Quitman, Stewart, Talbot.	294.7	103.3	2,791.666	1,490,209	268,699	170,745	105,370	437,744	55,644	45.0
MACON–WARNER ROBINS (Bibb) . . . **Over 50%:** Bibb; **20 - 49%:** Baldwin, Bleckley, Crawford, Dodge, Houston, Jones, Monroe, Peach, Pulaski, Telfair, Twiggs, Wilkinson.	423.9	148.2	4,472,781	2,495,902	550,339	314,841	128,555	663,375	102,264	41.6
SAVANNAH (Chatham) . . . **Over 50%:** Chatham; **20 - 49%:** Bryan, Candler, Effingham, Evans, Tattnall, Wayne.	319.6	115.1	3,301,899	2,077,427	399,705	229,154	126,427	508,927	89,231	51.1
HAWAII										
HONOLULU (Honolulu) . . . **Over 50%:** Honolulu; **20 - 49%:** Kauai, Maui.	987.4	314.5	13,109,532	7,008,542	1,209,427	811,287	224,003	978,369	482,359	58.9
IDAHO										
BOISE (Ada) . . . **Over 50%:** Ada; **20 - 49%:** Adams, Boise, Elmore, Gem, Valley, Washington.	261.8	97.5	2,853,427	1,422,727	323,571	143,246	68,270	328,256	36,645	46.4
ILLINOIS										
AURORA–ELGIN (Kane) . . . **Over 50%:** Kane; **20 - 49%:** Kendall.	359.3	128.0	4,838,938	2,099,772	425,775	246,839	91,128	395,118	99,124	49.4

GCN

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JOLIET Herald-News (815) 729-6137
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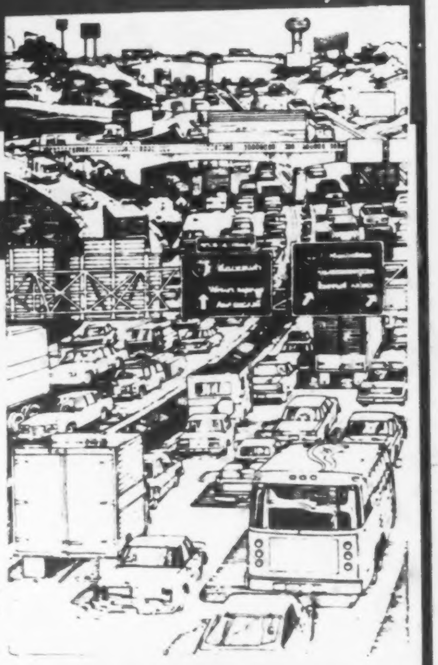
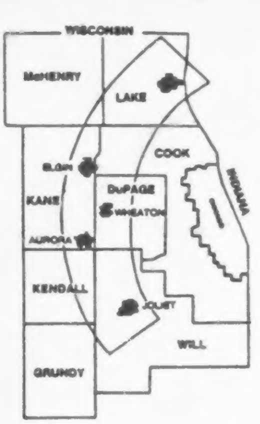
GREATER CHICAGO NEWSPAPERS





THREE COUNTIES WEST AND NORTH OF CHICAGO — KANE, WILL AND LAKE COUNTIES — CONSTITUTE THE QUALITY PART OF THE CHICAGO ADI AND PMSA WITH A 12% HIGHER EBI THAN THE ADI!

THE GREATER CHICAGO PMA REPRESENTS OVER:
- — 1,130,000 POPULATION
- — $5.8 BILLION RETAIL SALES
- — 377,000 HOUSEHOLDS
- — $40,000 PER HOUSEHOLD EBI
- — $15.0 BILLION EBI
- — $15,000 PER HH RETAIL SALES

AN ADULT POPULATION THAT INCLUDES:
- — 240,000 BETWEEN 35 AND 54 YEARS OLD
- — 270,000 IN WHITE COLLAR OCCUPATIONS
- — 380,000 IN HOUSEHOLDS OVER $25,000

Source: 1986 PMA Audience Report Based on Simmons-Scarborough National Newspaper Audience Ratings Study

Copley Newspapers

A MARKET APART

Represented Nationally by Sawyer, Ferguson, Walker Co., Inc.

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Household Cov.
BLOOMINGTON-NORMAL (McLean) . . . Over 50%: McLean; 20 - 49%: De Witt, Ford, Livingston, Logan, Woodford.	264.5	96.1	3,190,400	1,887,953	287,199	169,976	77,070	400,170	46,662	49.2
CARBONDALE (Jackson) . . . 20 - 49%: Franklin, Jackson, Johnson, Perry, Union, Williamson.	217.4	86.3	2,045,989	1,271,154	255,434	150,654	57,531	316,445	36,974	27.7
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . Over 50%: Champaign; 20 - 49%: Douglas, Ford, Piatt.	224.3	82.8	2,340,473	1,449,046	263,052	185,017	76,210	302,601	48,397	49.3
CHICAGO (Cook, McHenry) . . . Over 50%: Cook, McHenry; 20 - 49%: Du Page, Kane, Lake, Will.	7,372.6	2,700.0	103,871,497	50,224,396	8,714,812	5,474,734	3,154,298	10,328,590	2,355,191	51.2
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . Over 50%: ILL.: Rock Island; IA.: Scott; 20 - 49%: ILL.: Henry; IA.: Clinton.	423.5	142.0	5,261,468	2,831,232	546,813	392,604	131,164	689,443	105,139	47.9
DECATUR (Macon) . . . Over 50%: Macon; 20 - 49%: Moultrie, Piatt, Shelby.	180.6	69.3	2,173,438	1,072,845	233,964	136,423	58,156	245,741	39,581	47.5
JOLIET (Will) . . . 20 - 49%: Grundy, Will.	386.9	128.9	4,840,891	1,905,580	372,133	168,969	57,998	462,065	97,226	36.1
KANKAKEE (Kankakee) . . . Over 50%: Kankakee; 20 - 49%: Iroquois.	133.4	49.1	1,409,282	700,287	157,148	77,998	37,474	175,364	26,736	56.3
LAKE COUNTY (Lake) . . . 20 - 49%: Lake.	498.3	167.0	7,992,019	3,760,744	564,017	288,936	317,010	1,316,814	140,024	21.6
PEORIA (Peoria) . . . Over 50%: Peoria; 20 - 49%: Fulton, Marshall, Mason, Stark, Tazewell, Woodford.	429.7	161.9	5,609,319	2,564,391	511,269	202,772	139,522	669.932	81,177	52.3
QUINCY (Adams) . . . Over 50%: Adams; 20 - 49%: Brown, Pike; MO.: Lewis.	101.6	39.7	957,880	674,750	142,935	114,339	28,129	181,872	16,677	54.4
ROCKFORD (Winnebago) . . . Over 50%: Winnebago; 20 - 49%: Boone, Ogle.	330.2	124.9	4,185,950	2,137,153	437,570	257,943	133,589	489,827	56,147	49.9
ST. LOUIS (MO.: St. Louis; ILL.: Madison, St. Clair) . . . Over 50%: ILL.: Madison, St. Clair; 20 - 49%: ILL.: Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe; MO.: Gasconade, Jefferson; St. Charles, St. Louis.	2,487.4	919.3	32,328,817	16,914,296	3,114,404	2,422,414	797,917	4,024,713	450,984	43.6
SPRINGFIELD (Sangamon) . . . Over 50%: Menard, Sangamon; 20 - 49%: Cass.	209.1	83.2	2,467,434	1,457,338	287,606	205,743	98,262	291,552	72,530	63.9
INDIANA										
ANDERSON (Madison) . . . Over 50%: Madison.	131.2	49.2	1,399,458	841,633	193,418	96,955	37,525	215,547	33,124	64.4
BLOOMINGTON (Monroe) . . . Over 50%: Monroe; 20 - 49%: Owen.	120.7	44.4	1,268,531	656,700	120,767	80,460	32,539	150,937	18,332	53.2
ELKHART-GOSHEN (Elkhart) . . . 20 - 49%: Elkhart.	150.3	55.0	1,632,503	1,114,333	228,081	86,180	26,438	451,231	30,143	46.0
EVANSVILLE (Vanderburgh) . . . Over 50%: Posey, Vanderburgh, Warrick; 20 - 49%: ILL.: Gallatin, Wabash, White; IND.: Gibson, Perry, Pike, Spencer; KY.: Union.	384.2	146.2	4,203,034	2,418,897	506,347	295,032	129,104	565,086	69,866	59.8
FORT WAYNE (Allen) . . . Over 50%: Allen; 20 - 49%: Adams, De Kalb, Noble, Steuben, Wells, Whitley.	489.8	178.1	5,441,310	3,000,828	577,995	343,603	182,972	701,648	107,551	59.6
GARY-HAMMOND (Lake) . . . Over 50%: Lake; 20 - 49%: Porter.	624.3	217.8	6,518,946	4,007,967	798,903	446,305	200,809	863,762	187,876	56.9
INDIANAPOLIS (Marion) . . . Over 50%: Hamilton, Hendricks, Marion; 20 - 49%: Boone, Hancock, Johnson, Morgan, Putnam, Rush, Shelby.	1,292.5	482.8	15,575,141	9,255,835	1,485,315	1,039,778	481,498	2,531,291	363,188	59.8
KOKOMO (Howard) . . . Over 50%: Howard; 20 - 49%: Tipton.	102.0	38.5	1,236,706	792,776	149,107	92,337	28,579	210,519	32,041	63.2
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . Over 50%: Benton, Tippecanoe; 20 - 49%: Carroll, White.	176.5	63.9	1,911,358	1,024,668	174,452	116,260	39,034	284,682	36,907	46.6
MUNCIE (Delaware) . . . Over 50%: Delaware; 20 - 49%: Blackford, Jay, Randolph.	186.9	68.3	1,806,925	1,179,523	243,611	112,371	73,730	260,977	55,049	63.3

NEWSPAPER MARKET PROFILES

IND. (cont.)

S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%–49% penetration)

	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% House-hold Cov.
SOUTH BEND–MISHAWAKA (St. Joseph) . . . Over 50%: St. Joseph; 20 - 49%: Marshall, Starke; MICH.: Cass.	356.2	132.5	3,890,026	2,174,048	385,396	248,969	157,297	558,818	89,688	52.8
TERRE HAUTE (Vigo) . . . Over 50%: Vigo; 20 - 49%: ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	203.9	77.3	2,089,864	1,343,861	242,265	139,950	46,340	308,385	34,693	43.5
IOWA										
CEDAR RAPIDS (Linn) . . . Over 50%: Linn; 20 - 49%: Benton, Cedar, Delaware, Iowa, Jones.	264.5	103.0	3,037,928	1,529,324	323,247	238,200	68,589	323,105	47,356	55.5
DAVENPORT–ROCK ISLAND–MOLINE (Scott; ILL.: Rock Island) . . . Over 50%: ILL.: Rock Island; IA.: Scott; 20 - 49%: ILL.: Henry; IA.: Clinton.	422.5	162.0	5,261,660	2,831,232	548,813	392,604	131,164	689,443	105,139	47.9
DES MOINES (Polk) . . . Over 50%: Polk; 20 - 49%: Adair, Audubon, Boone, Buena Vista, Carroll, Clarke, Clay, Dallas, Decatur, Dickinson, Emmet, Greene, Guthrie, Hamilton, Hardin, Henry, Jasper, Kossuth, Lucas, Madison, Marion, Marshall, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Warren, Wayne, Winnebago, Wright.	928.3	367.0	10,428,806	5,971,037	1,358,101	668,183	279,420	1,423,172	154,935	38.3
DUBUQUE (Dubuque) . . . Over 50%: Dubuque; 20 - 49%: ILL.: Jo Daviess; WIS.: Grant.	166.5	58.4	1,632,813	911,244	196,821	119,724	48,280	197,768	29,040	50.1
SIOUX CITY (Woodbury) . . . Over 50%: Woodbury; NEB.: Dakota; 20 - 49%: IA.: Cherokee, Ida, Monona, O'Brien, Plymouth, Sioux; NEB.: Dixon, Thurston; S.D.: Union.	246.0	93.7	2,304,849	1,408,709	308,247	151,442	54,988	359,450	41,426	49.1
WATERLOO–CEDAR FALLS (Black Hawk) . . . Over 50%: Black Hawk; 20 - 49%: Bremer, Buchanan, Butler, Chickasaw, Grundy, Howard.	225.1	84.3	2,560,726	1,171,266	242,839	141,305	53,849	298,813	41,343	51.3
KANSAS										
HUTCHINSON (Reno) . . . Over 50%: Reno; 20 - 49%: Clark, Comanche, Edwards, Gray, Greeley, Hamilton, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rice, Rush, Scott, Stafford, Stanton, Wichita.	188.4	73.6	1,988,467	963,714	225,916	64,707	40,642	282,965	26,293	43.4
KANSAS CITY (MO.: Jackson) . . . Over 50%: KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Platte; 20 - 49%: KAN.: Douglas, Leavenworth, Miami; MO.: Carroll, Clinton, Lafayette, Ray.	1,671.4	636.3	22,160,215	11,914,722	2,157,448	1,689,074	479,313	2,908,232	332,407	70.2

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South Bend Tribune

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% House-hold Cov.
SALINA (Saline) . . . Over 50%: Ottawa, Saline; 20 - 49%: Cloud, Dickinson, Ellsworth, Jewell, Lincoln, Mitchell, Osborne, Republic, Smith.	129.7	52.3	1,309,653	785,249	162,829	70,792	35,204	199,276	21,601	45.3
TOPEKA (Shawnee) . . . Over 50%: Shawnee; 20 - 49%: Coffey, Jackson, Jefferson, Marshall, Nemaha, Osage, Pottawatomie, Wabaunsee, Washington.	272.6	105.7	3,271,084	1,477,897	332,556	186,288	56,970	327,422	53,977	53.7
WICHITA (Sedgwick) . . . Over 50%: Sedgwick; 20 - 49%: Barber, Butler, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	554.8	215.2	7,342,748	3,344,265	650,214	475,077	149,194	791,290	88,691	46.7
KENTUCKY										
LEXINGTON-FAYETTE (Fayette) . . . Over 50%: Fayette, Woodford; 20 - 49%: Anderson, Bourbon, Clark, Franklin, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Powell, Rowan, Scott.	555.4	207.7	5,943,206	3,858,666	674,940	486,541	192,239	855,308	163,348	42.6
LOUISVILLE (Jefferson) . . . Over 50%: Jefferson; 20 - 49%: IND.: Clark, Crawford, Floyd, Harrison; KY.: Bullitt, Henry, Nelson, Oldham, Shelby, Washington.	1,032.2	384.8	11,520,822	7,343,216	1,285,525	952,742	425,893	1,670,830	365,282	47.6
OWENSBORO (Daviess) . . . Over 50%: Daviess; 20 - 49%: Hancock, McLean, Muhlenberg, Ohio.	159.4	58.9	1,534,745	1,037,405	225,586	142,544	45,285	234,663	58,307	53.2
PADUCAH (McCracken) . . . Over 50%: McCracken; 20 - 49%: ILL.: Massac; KY.: Ballard, Carlisle, Hickman, Livingston, Lyon, Marshall.	136.9	54.3	1,304,612	837,968	172,706	82,930	43,940	188,622	39,105	47.6
LOUISIANA										
ALEXANDRIA (Rapides) . . . Over 50%: Rapides; 20 - 49%: Avoyelles, Grant, La Salle.	217.2	76.6	1,658,796	984,257	261,057	133,429	41,090	214,763	41,648	42.3
BATON ROUGE (East Baton Rouge) . . . 20 - 49%: Ascension, East Baton Rouge, Iberville, Livingston, Pointe Coupee, West Baton Rouge, West Feliciana.	614.0	209.9	3,874,551	3,692,911	931,002	497,574	201,866	746,625	123,861	42.8
LAFAYETTE (Lafayette) . . . 20 - 49%: Lafayette.	167.0	60.2	1,788,685	1,576,407	310,471	213,621	76,353	327,337	39,656	38.5
LAKE CHARLES (Calcasieu) . . . 20 - 49%: Beauregard, Calcasieu, Cameron.	216.0	73.9	2,011,317	1,265,935	365,479	130,061	60,223	231,796	53,798	44.5
MONROE (Ouachita) . . . 20 - 49%: Ouachita, Richland, Union.	190.7	67.5	1,484,688	1,023,616	244,181	113,505	52,349	232,248	42,250	40.6
NEW ORLEANS (Orleans) . . . Over 50%: Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles; 20 - 49%: St. James, St. John the Baptist, St. Tammany.	1,372.9	504.8	13,506,826	9,156,816	2,337,722	1,006,273	304,878	1,599,064	434,030	50.0

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The Lexington Herald-Leader ensures that your advertising blankets the affluent Bluegrass region of central Kentucky. Use the Herald-Leader's combination of upscale demographics, wide circulation, maximum penetration and both weekday and weekend TMC options to deliver your advertising to all the right places.

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LEXINGTON	1988
Population	344,100
EBI	$3.9 billion
EBI/HH	$30,100
Retail Sales	$2.7 billion
RS/HH	$20,680

Source: 1989 S&MM Survey of Buying Power

NEWSPAPER MARKET PROFILES

L.A. (cont.)

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-Motive ($000)	Drug ($000)	House-hold Cov.
SHREVEPORT (Caddo) . . . Over 50%: Bossier, Caddo; 20 - 49%: Bienville, Claiborne, De Soto, Red River, Webster.	482.8	178.0	4,467,468	2,712,037	675,456	337,330	131,532	579,787	91,470	47.5
MAINE										
BANGOR (Penobscot) . . . Over 50%: Hancock, Penobscot, Piscataquis, Washington; 20 - 49%: Aroostook, Knox, Waldo.	392.2	143.5	4,011,253	2,600,043	552,468	232,882	82,237	629,293	73,665	53.4
LEWISTON-AUBURN (Androscoggin) . . . Over 50%: Androscoggin; 20 - 49%: Franklin, Oxford.	183.0	69.2	2,041,785	1,194,114	271,510	97,454	34,629	312,564	31,199	63.0
PORTLAND (Cumberland) . . . Over 50%: Cumberland; 20 - 49%: Lincoln, York.	[illegible]	167.1	5,722,786	4,104,393	758,911	307,851	111,256	839,042	102,146	46.5
WATERVILLE (Kennebec) . . . Over 50%: Somerset; 20 - 49%: Kennebec.	163.6	60.8	1,780,920	1,225,828	245,677	110,022	41,260	330,544	30,538	37.1
MARYLAND										
BALTIMORE (Baltimore, Anne Arundel) . . . Over 50%: Anne Arundel, Baltimore; 20 - 49%: Carroll, Harford, Howard, Queen Anne's, Worcester.	2,405.2	881.5	31,578,293	16,345,636	3,020,503	1,703,495	873,526	3,596,722	604,557	48.8
CUMBERLAND (Allegany) . . . Over 50%: Allegany; 20 - 49%: Garrett; W.VA.: Mineral.	131.2	48.9	1,283,488	744,897	136,526	117,614	36,560	153,563	39,393	53.7
HAGERSTOWN (Washington) . . . Over 50%: Washington.	115.8	42.1	1,222,827	759,547	126,542	76,950	40,367	139,351	34,182	73.9
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . Over 50%: D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; 20 - 49%: MD.: Calvert, Charles, Howard, St. Mary's; VA.: Loudoun, Prince William.	3,911.5	1,468.4	70,393,289	32,341,633	5,780,301	3,631,226	2,224,180	7,552,111	1,287,909	66.8
MASSACHUSETTS										
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON (Suffolk, Essex, Middlesex, Plymouth, Norfolk) . . . Over 50%: Essex, Middlesex, Norfolk, Plymouth, Suffolk; 20 - 49%: Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,166.6	1,579.3	69,270,098	36,927,626	5,582,928	3,453,466	1,909,046	8,167,479	1,179,703	67.1
HYANNIS (Barnstable) . . . Over 50%: Barnstable.	184.4	76.9	2,765,041	1,965,868	363,082	151,152	85,195	374,260	55,188	54.8

Boston's more than a honk, a screech and the Globe.

Boston. It's more than notorious drivers and a single newspaper.

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Our 31-town circulation area, immediately south of Boston, is rich in the high-income, well-educated professional prospects you expect to reach when you buy Boston.

The Patriot Ledger is Massachusetts' leading evening daily newspaper with 87,123 circulation, Monday-Friday and 96,997, Saturday morning.

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automatic telecopier

The Patriot Ledger

Source: ABC Publisher's Statement, 3-31-89
New England Newspaper Assn. Linage Report, 1985 to date

NEWSPAPER MARKET PROFILES

MASS. (cont.)

S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% House-hold Cov.
NEW BEDFORD–FALL RIVER–ATTLEBORO (Bristol) . . . 20 - 49%: Bristol.	500.3	185.0	6,132,913	4,050,153	1,079,467	313,271	188,490	918,158	97,228	39.0
PITTSFIELD (Berkshire) . . . Over 50%: Berkshire.	142.6	55.4	1,886,304	1,208,486	278,788	101,521	41,623	249,876	38,928	56.5
SPRINGFIELD (Hampden) . . . Over 50%: Hampden; 20 - 49%: Hampshire.	590.9	218.7	7,634,924	4,467,247	932,788	494,050	221,805	923,896	148,821	46.4
WORCESTER–FITCHBURG–LEOMINSTER (Worcester) . . . Over 50%: Worcester.	677.6	250.2	9,632,068	4,451,060	824,136	460,178	195,415	975,862	172,082	51.1
MICHIGAN										
ANN ARBOR (Washtenaw) . . . 20 - 49%: Washtenaw.	273.8	101.3	3,534,175	2,043,421	305,634	300,467	140,996	483,797	57,036	43.4
BATTLE CREEK (Calhoun) . . . 20 - 49%: Calhoun.	139.5	53.2	1,747,790	856,445	163,523	137,888	30,123	187,522	34,816	48.4
BENTON HARBOR (Berrien) . . . 20 - 49%: Berrien.	167.9	63.0	1,785,076	914,541	163,512	140,477	25,448	196,516	27,355	45.0
DETROIT (Wayne, Macomb, Monroe, Oakland, St. Clair) . . . Over 50%: Macomb, Monroe, Oakland, St. Clair, Wayne; 20 - 49%: Alpena, Antrim, Cheboygan, Chippewa, Clare, Crawford, Emmet, Ingham, Iosco, Isabella, Lapeer, Livingston, Luce, Mackinac, Mecosta, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Schoolcraft, Washtenaw.	5,370.3	1,980.0	67,383,786	37,028,565	6,824,866	4,246,801	2,179,968	9,083,39[illegible]	1,594,261	69.4
FLINT (Genesee) . . . Over 50%: Genesee.	440.4	161.7	4,709,579	3,222,975	488,719	611,756	140,247	793,022	123,985	59.4
GRAND RAPIDS (Kent) . . . Over 50%: Kent; 20 - 49%: Ottawa.	665.7	242.7	8,340,942	4,700,521	705,392	660,865	336,826	1,187,666	101,596	50.6
JACKSON (Jackson) . . . Over 50%: Jackson.	150.0	52.8	1,664,118	805,048	126,837	164,355	39,389	142,738	31,801	63.8
KALAMAZOO (Kalamazoo) . . . Over 50%: Kalamazoo; 20 - 49%: Van Buren.	293.1	109.5	3,596,300	1,919,137	288,542	303,896	140,094	445,964	50,896	47.7
LANSING–EAST LANSING (Ingham) . . . 20 - 49%: Clinton, Eaton, Ingham.	437.7	157.4	5,139,001	3,010,323	580,384	438,737	184,033	745,209	57,549	40.0
MUSKEGON (Muskegon) . . . Over 50%: Muskegon; 20 - 49%: Oceana.	183.5	66.7	1,928,639	907,512	189,121	159,937	43,748	185,443	29,478	61.0
SAGINAW–BAY CITY–MIDLAND (Saginaw, Bay) . . . Over 50%: Bay, Saginaw; 20 - 49%: Arenac, Ogemaw, Tuscola.	424.0	150.8	4,184,956	2,927,777	503,495	498,450	172,738	692,094	83,882	56.4
TRAVERSE CITY (Grand Traverse) . . . Over 50%: Grand Traverse; 20 - 49%: Antrim, Benzie, Kalkaska, Leelanau.	122.2	45.6	1,164,010	800,778	166,287	110,107	32,559	175,527	10,682	54.0

85%

*One daily plus one Sunday; Belden Study, No. 5, 1988

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Union-News

Sunday Republican

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S&MM ESTIMATES

STATE	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	Total Pop. (Thous.)	Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Household Cov.
MINNESOTA										
DULUTH (St. Louis) . . . **Over 50%:** Carlton, St. Louis; **20 - 49%:** Cook, Itasca, Lake; WIS.: Douglas.	336.0	127.3	3,628,053	2,103,638	457,645	271,450	71,356	371,176	59,505	45.1
FARGO–MOORHEAD (N.D.: Cass) . . . **Over 50%:** MINN.: Clay, Norman; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	253.8	94.2	2,622,077	1,588,013	257,790	179,619	63,706	428,574	36,963	48.1
MANKATO (Blue Earth) . . . **Over 50%:** Blue Earth; **20 - 49%:** Le Sueur, Nicollet, Waseca, Watonwan.	135.6	48.9	1,385,081	775,083	157,049	62,226	37,666	198,749	29,321	45.4
MINNEAPOLIS–ST. PAUL (Hennepin, Ramsey) . . . **Over 50%:** Dakota, Hennepin, Ramsey, Washington; **20 - 49%:** Anoka, Carver, Chisago, Isanti, Le Sueur, McLeod, Mille Lacs, Rice, Scott, Sherburne, Stevens, Traverse, Wright; WIS.: Pierce, Polk, St. Croix.	2,622.2	992.3	37,548,450	20,298,731	3,484,364	3,185,670	789,039	4,709,757	524,339	50.7
ROCHESTER (Olmsted) . . . **Over 50%:** Olmsted; **20 - 49%:** Dodge, Fillmore, Wabasha.	155.4	57.8	1,897,575	1,194,882	216,823	139,323	49,932	313,724	33,796	57.9
ST. CLOUD (Stearns) . . . **20 - 49%:** Benton, Stearns.	146.8	47.3	1,385,242	1,505,686	186,893	144,162	47,483	205,098	23,079	48.8
MISSISSIPPI										
BILOXI–GULFPORT (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Hancock, Jackson, Stone.	345.6	122.5	3,457,359	1,856,229	388,410	322,414	64,915	440,871	86,818	39.4
JACKSON (Hinds) . . . **Over 50%:** Hinds; **20 - 49%:** Madison, Rankin.	402.5	142.2	4,109,816	2,425,995	413,211	361,903	110,733	700,222	105,740	46.8
TUPELO (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Tippah, Tishomingo, Union.	251.2	92.2	1,941,520	1,240,572	251,817	182,068	59,577	333,851	54,624	36.1
MISSOURI										
JOPLIN (Jasper) . . . **Over 50%:** Jasper; **20 - 49%:** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	188.3	72.2	1,744,685	1,061,111	228,001	161,065	32,038	265,132	19,391	43.7
KANSAS CITY (Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Platte; **20 - 49%:** KAN.: Douglas, Leavenworth, Miami; MO.: Carroll, Clinton, Lafayette, Ray.	1,671.4	636.3	22,150,215	11,914,722	2,157,448	1,689,074	479,313	2,908,232	332,407	70.2
ST. JOSEPH (Buchanan) . . . **Over 50%:** KAN.: Doniphan; MO.: Andrew, Buchanan, De Kalb, Gentry; **20 - 49%:** MO.: Atchison, Caldwell, Clinton, Daviess, Harrison, Holt, Nodaway, Worth.	209.9	78.8	2,087,266	1,086,544	255,471	138,167	29,159	267,479	19,576	67.1
ST. LOUIS (St. Louis; ILL.: Madison, St. Clair) . . . **Over 50%:** ILL.: Madison, St. Clair; **20 - 49%:** ILL.: Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe; MO.: Gasconade, Jefferson, St. Charles, St. Louis.	2,487.4	919.3	32,228,817	16,914,296	3,114,484	2,432,414	797,917	4,024,713	450,984	43.6
SPRINGFIELD (Greene) . . . **20 - 49%:** Christian, Dade, Greene, Polk, Taney, Webster.	313.6	119.4	3,220,316	1,949,511	375,084	322,576	76,568	481,103	43,704	38.3
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%:** Yellowstone; **20 - 49%:** Big Horn, Carbon, Custer, Daniels, Dawson, Fallon, Golden Valley, McCone, Musselshell, Park, Petroleum, Prairie, Richland, Roosevelt, Rosebud, Sheridan, Stillwater, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	288.3	111.3	2,847,905	1,612,212	384,797	168,004	62,667	337,802	44,157	43.2
GREAT FALLS (Cascade) . . . **Over 50%:** Cascade; **20 - 49%:** Blaine, Chouteau, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole.	151.3	58.1	1,509,256	790,260	180,324	93,528	36,300	189,478	26,328	47.8
MISSOULA (Missoula) . . . **Over 50%:** Missoula; **20 - 49%:** Granite, Lake, Mineral, Ravalli, Sanders.	143.9	56.8	1,359,655	780,369	180,090	73,467	32,023	164,553	20,397	43.0
NEBRASKA										
LINCOLN (Lancaster) . . . **Over 50%:** Lancaster, Saline, Seward; **20 - 49%:** Butler, Fillmore, Gage, Jefferson, Johnson, Otoe, Pawnee, Saunders, Thayer, York.	352.4	137.1	4,344,910	2,011,021	401,744	241,964	90,897	431,380	65,704	54.5

NEV. (cont.)

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% House-hold Cov.
OMAHA (Douglas) . . . **Over 50%:** Douglas, Sarpy; **20 - 49%:** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Blaine, Boone, Boyd, Brown, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Deuel, Dodge, Furnas, Garden, Garfield, Gosper, Grant, Greeley, Harlan, Holt, Loup, Nemaha, Phelps, Platte, Polk, Richardson, Rock, Saunders, Thurston, Washington, Wayne.	1,002.4	377.0	11,759,976	6,496,589	1,280,724	695,250	398,190	1,542,446	188,297	47.6
NEVADA										
LAS VEGAS (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Lincoln, Nye.	661.7	269.6	8,522,319	4,840,601	1,036,541	538,380	210,052	1,068,328	145,509	62.4
RENO (Washoe) . . . **20 - 49%:** CAL.: Mono, Sierra; NEV.: Carson City, Humboldt, Lyon, Pershing, Washoe.	330.6	139.9	4,572,883	2,769,431	540,778	359,175	116,074	629,059	102,968	38.2
NEW HAMPSHIRE										
MANCHESTER–NASHUA (Hillsborough) . . . **Over 50%:** Hillsborough; **20 - 49%:** Coos.	367.8	137.0	5,916,426	3,784,020	673,071	575,244	190,729	879,965	80,835	49.8
PORTSMOUTH–DOVER–ROCHESTER (Strafford) . . . **Over 50%:** Strafford.	97.9	35.7	1,362,211	697,081	171,577	32,776	22,168	174,733	16,778	56.2

Monmouth-Ocean, New Jersey

We've Got Your Number

National ranking of
Monmouth-Ocean, NJ

#15 in average household EBI
#46 in number of households
#47 in population
#48 in total retail sales

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Whatever you're selling, there's a market for you in Monmouth-Ocean. And we've got the numbers to prove it. Check out our listing. Then call for your **FREE** market brochure. Contact **Tom Sferlazzo at (201) 922-6000, Ext. 3801.** Or Sawyer-Ferguson-Walker.

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The most effective way to reach Monmouth-Ocean

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The Record
NOBODY GETS INTO NORTH JERSEY LIKE THE RECORD

[1] For daily newspapers with a circulation of 200,000 or more. Source: The Scarborough Report, 1988. National Representative Sawyer Ferguson Walker Co.
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S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Household Cov.
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . Over 50%: Atlantic; 20 - 49%: Cape May.	312.4	123.9	3,967,927	2,811,408	580,724	250,196	137,281	542,058	86,236	53.3
BERGEN–PASSAIC (Bergen, Passaic) . . . 20 - 49%: Bergen, Passaic.	1,295.7	484.2	24,484,959	12,316,348	2,463,568	1,318,710	980,931	2,575,435	357,074	44.7
JERSEY CITY (Hudson) . . . 20 - 49%: Hudson.	546.5	213.0	6,781,070	3,144,366	873,086	163,379	201,422	527,386	110,751	36.6
MIDDLESEX–SOMERSET–HUNTERDON (Middlesex, Somerset) . . . 20 - 49%: Middlesex, Somerset.	876.9	313.4	16,033,898	7,357,042	1,618,492	904,736	637,241	1,437,723	188,098	44.8
MONMOUTH–OCEAN (Monmouth) . . . 20 - 49%: Monmouth, Ocean.	987.0	375.9	16,906,740	7,548,537	1,710,885	711,278	384,080	2,141,395	195,265	38.3
NEWARK (Essex, Morris, Union) . . . Over 50%: Morris, Union; 20 - 49%: Essex, Hunterdon, Middlesex, Somerset, Sussex, Warren.	2,970.9	1,076.4	51,609,890	21,857,980	4,919,873	2,035,676	1,769,679	4,748,894	624,782	44.3
PHILADELPHIA (PENN.: Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . Over 50%: N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia.	4,909.7	1,823.6	68,734,634	35,844,743	7,350,426	4,023,558	1,674,431	8,532,686	1,262,465	60.8
TRENTON (Mercer) . . . Over 50%: Mercer.	327.9	119.6	5,917,883	2,614,177	583,746	330,264	164,631	462,898	86,114	84.0
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . Over 50%: Bernalillo; 20 - 49%: Guadalupe, Los Alamos, Sandoval, Santa Fe, Socorro, Valencia.	727.1	274.0	7,721,795	4,656,204	814,429	591,921	236,047	1,123,508	157,509	50.9
NEW YORK										
ALBANY–SCHENECTADY–TROY (Albany, Schenectady, Rensselaer) . . . Over 50%: Albany, Rensselaer, Schenectady; 20 - 49%: Montgomery, Saratoga, Schoharie.	846.6	319.3	11,010,556	6,138,200	1,445,404	557,997	380,267	1,461,282	215,709	64.8
BINGHAMTON (Broome) . . . Over 50%: Broome; 20 - 49%: Chenango, Tioga.	318.7	117.8	3,833,047	1,884,066	469,913	181,465	97,193	450,173	83,274	52.3
BUFFALO (Erie) . . . Over 50%: Erie; 20 - 49%: Niagara, Wyoming.	1,225.9	454.7	14,096,929	7,397,551	1,951,429	755,050	392,281	1,641,280	334,997	64.6
ELMIRA (Chemung) . . . Over 50%: Chemung; 20 - 49%: Schuyler; PENN.: Tioga.	154.5	55.8	1,552,450	831,144	172,404	133,023	31,641	200,034	33,748	50.4
GLENS FALLS (Warren) . . . Over 50%: Warren, Washington.	114.8	40.5	1,205,735	826,078	219,715	73,417	24,483	180,791	33,778	67.3
JAMESTOWN–DUNKIRK (Chautauqua) . . . 20 - 49%: Chautauqua.	144.5	54.0	1,486,041	735,356	205,119	67,918	30,927	180,777	29,794	47.2
NASSAU–SUFFOLK (Suffolk) . . . Over 50%: Nassau, Suffolk.	2,669.2	877.4	46,291,458	24,431,910	5,046,861	2,320,452	1,988,274	5,121,143	660,091	57.3

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NEW YORK'S CAPITAL NEWSPAPERS

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HEARST NEWSPAPERS

N.Y. (cont.)

S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88 Total Pop. (Thous.)	POPULATION 12/31/88 House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% House-hold Cov.
NEW YORK (New York City, Rockland, Westchester) . . . Over 50%: New York City, Rockland, Westchester; 20 - 49%: CONN.: Fairfield; N.J.: Bergen, Hudson; N.Y.: Nassau, Putnam, Suffolk.	13,456.2	5,165.1	208,443,818	97,201,431	19,880,990	9,813,969	7,843,821	16,664,600	3,099,124	47.3
NIAGARA FALLS (Niagara) . . . 20 - 49%: Niagara.	217.7	80.9	2,387,755	1,107,255	308,468	131,336	45,123	241,957	45,670	32.8
OLEAN (Cattaraugus) . . . 20 - 49%: Allegany, Cattaraugus; PENN.: Potter.	137.9	55.2	1,434,751	711,006	199,289	68,612	28,843	173,913	25,611	37.6
ORANGE COUNTY (Orange) . . . Over 50%: Orange, Sullivan.	359.6	122.5	4,361,198	2,479,493	639,075	265,535	123,531	525,679	69,537	58.1
POUGHKEEPSIE (Dutchess) . . . 20 - 49%: Dutchess.	282.2	90.1	3,644,221	1,712,281	446,133	182,346	86,176	368,183	53,571	45.6
ROCHESTER (Monroe) . . . Over 50%: Monroe; 20 - 49%: Livingston, Ontario, Wayne.	952.4	354.7	12,902,056	6,572,697	1,542,094	627,701	410,565	1,669,321	256,890	59.1
SYRACUSE (Onondaga) . . . Over 50%: Onondaga, 20 - 49%: Cayuga, Madison, Oswego.	734.8	265.9	8,816,889	4,698,989	1,166,928	419,473	270,748	1,162,753	197,292	63.6
UTICA–ROME (Oneida) . . . 20 - 49%: Herkimer, Oneida.	321.4	116.1	3,380,704	1,887,180	471,219	166,991	103,848	413,235	98,635	46.2
WATERTOWN (Jefferson) . . . Over 50%: Jefferson; 20 - 49%: Lewis, St. Lawrence.	239.5	82.3	2,168,937	1,247,552	296,996	108,739	56,512	305,406	82,517	47.4
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . 20 - 49%: Buncombe, Haywood, Jackson, Macon, Madison, Mitchell, Swain, Transylvania, Yancey.	359.3	140.7	3,590,475	2,391,826	517,454	248,645	117,697	509,905	123,058	37.0

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S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% House-hold Cov.
BURLINGTON (Alamance) . . . Over 50%: Alamance.	104.5	40.7	1,146,096	955,595	176,408	95,199	60,906	246,131	37,733	71.3
CHARLOTTE-GASTONIA-ROCK HILL (Mecklenburg, Gaston, Rowan; S.C.: York) . . . Over 50%: N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; 20 - 49%: N.C.: Cabarrus, Cleveland, Iredell, Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,434.8	539.3	16,653,708	9,731,984	2,186,015	1,075,984	577,438	2,414,507	374,419	52.2
FAYETTEVILLE (Cumberland) . . . Over 50%: Cumberland; 20 - 49%: Hoke.	292.4	95.5	2,779,117	1,645,189	330,510	269,809	158,710	400,464	47,780	58.1
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . Over 50%: Forsyth, Guilford; 20 - 49%: Alleghany, Davidson, Davie, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,094.5	423.1	13,025,377	7,716,102	1,485,465	914,337	548,234	1,706,192	301,801	50.7
HICKORY (Catawba) . . . 20 - 49%: Catawba.	118.2	44.9	1,462,352	1,041,472	196,989	117,017	65,029	247,334	49,819	43.2
RALEIGH-DURHAM (Wake, Durham) . . . Over 50%: Durham, Wake; 20 - 49%: Granville, Johnston, Orange, Person, Washington.	817.9	313.5	10,412,545-	5,524,336	1,063,832	677,520	392,040	1,261,721	258,305	54.9
WILMINGTON (New Hanover) . . . Over 50%: New Hanover; 20 - 49%: Brunswick, Columbus, Pender.	252.0	94.9	2,339,287	1,610,614	355,067	205,111	56,922	353,561	67,331	47.9
NORTH DAKOTA										
BISMARCK (Burleigh) . . . Over 50%: Burleigh, Morton; 20 - 49%: Adams, Emmons, Grant, Hettinger, Kidder, McLean, Mercer, Oliver, Sheridan.	142.0	51.4	1,402,164	853,736	170,074	118,310	30,599	214,216	23,343	50.7
FARGO-MOORHEAD (Cass) . . . Over 50%: MINN.: Clay, Norman; N.D.: Cass, Ransom; 20 - 49%: MINN.: Mahnomen, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	253.8	94.2	2,622,077	1,508,013	257,790	179,619	63,706	428,574	36,963	48.1
GRAND FORKS (Grand Forks) . . . Over 50%: Grand Forks; 20 - 49%: MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Pembina, Ramsey, Towner, Traill, Walsh.	221.1	80.3	2,170,408	1,310,553	238,406	151,044	33,414	371,574	34,722	45.4
MINOT (Ward) . . . Over 50%: McHenry, Renville, Ward; 20 - 49%: Bottineau, Burke, Divide, McLean, Mountrail, Pierce, Wells.	121.0	43.7	1,177,918	732,461	131,239	88,096	34,413	199,700	19,234	53.2
OHIO										
AKRON (Summit) . . . Over 50%: Summit; 20 - 49%: Medina, Portage.	771.3	287.1	9,138,953	4,572,247	992,208	474,597	235,139	1,034,659	168,999	46.7
CANTON (Stark) . . . 20 - 49%: Stark.	375.6	139.2	4,049,135	2,335,098	588,765	268,141	133,775	498,148	77,649	37.7
CINCINNATI (Hamilton) . . . Over 50%: KY.: Boone, Campbell, Kenton; OHIO: Hamilton; 20 - 49%: IND.: Dearborn, Ohio; KY.: Gallatin, Grant, Pendleton; OHIO: Brown, Clermont.	1,406.0	535.5	17,293,687	9,738,191	1,990,566	1,506,115	428,127	2,109,016	405,050	58.4
CLEVELAND (Cuyahoga, Lake) . . . Over 50%: Cuyahoga, Lake; 20 - 49%: Geauga, Medina.	1,853.9	723.3	23,343,402	12,990,892	2,501,996	1,833,413	662,272	2,699,350	659,784	58.7
COLUMBUS (Franklin) . . . Over 50%: Franklin; 20 - 49%: Delaware, Fairfield, Madison, Pickaway, Union.	1,207.3	469.5	14,529,288	8,659,550	1,607,160	1,235,691	428,111	2,136,463	268,580	48.7
DAYTON-SPRINGFIELD (Montgomery, Clark) . . . Over 50%: Clark, Montgomery; 20 - 49%: Champaign, Greene, Miami.	975.5	378.3	11,864,389	6,101,027	1,280,628	799,085	294,225	1,445,241	190,836	54.8
FINDLAY (Hancock) . . . Over 50%: Hancock.	65.4	25.2	847,954	343,023	61,108	44,812	19,414	99,909	10,344	69.9
HAMILTON-MIDDLETOWN (Butler) . . . 20 - 49%: Butler.	280.1	101.8	3,025,868	1,317,333	294,633	151,896	67,305	341,227	45,749	27.5
LIMA (Allen) . . . Over 50%: Allen; 20 - 49%: Auglaize, Putnam.	192.5	69.2	1,985,177	1,164,397	219,353	166,454	68,330	234,414	38,114	51.3
LORAIN-ELYRIA (Lorain) . . . Over 50%: Lorain.	273.4	97.2	3,251,253	1,438,870	331,245	181,199	70,552	357,153	58,841	67.8
MANSFIELD (Richland) . . . Over 50%: Richland.	129.1	48.9	1,406,471	856,667	146,639	161,024	39,117	203,516	23,913	64.3
NEW PHILADELPHIA-DOVER (Tuscarawas) . . . Over 50%: Tuscarawas; 20 - 49%: Harrison.	103.0	39.4	988,764	453,739	96,400	41,136	26,382	118,148	12,598	58.4

OHIO (cont.)

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%–49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Household Cov.
PARKERSBURG–MARIETTA (W.VA.: Wood) . . . Over 50%: W.VA.: Wirt, Wood; 20 - 49%: OHIO: Washington; W.VA.: Pleasants, Ritchie.	182.3	69.4	1,730,286	1,075,511	201,250	153,618	54,073	260,681	49,341	47.9
SANDUSKY (Erie) . . . Over 50%: Erie; 20 - 49%: Huron.	135.4	50.0	1,465,546	737,988	134,453	103,742	40,796	186,597	25,951	44.0
TOLEDO (Lucas) . . . Over 50%: Lucas; 20 - 49%: Fulton, Ottawa, Wood.	656.5	249.5	7,841,459	5,036,096	968,660	816,668	327,021	1,101,734	205,369	54.1
WOOSTER (Wayne) . . . Over 50%: Wayne; 20 - 49%: Holmes.	134.9	45.7	1,416,713	556,488	128,657	39,509	32,401	148,846	12,809	52.3
YOUNGSTOWN–WARREN (Mahoning, Trumbull) . . . Over 50%: Mahoning, Trumbull.	508.4	191.3	5,627,483	2,990,073	374,105	425,747	164,504	604,569	114,433	63.9
OKLAHOMA										
ENID (Garfield) . . . Over 50%: Alfalfa, Garfield, Grant; 20 - 49%: Major, Woods.	93.0	35.9	901,925	564,811	140,923	45,693	28,965	147,733	20,227	61.4
LAWTON (Comanche) . . . Over 50%: Comanche; 20 - 49%: Cotton.	126.4	41.8	1,089,640	631,175	155,409	106,043	27,135	150,181	13,734	57.3
OKLAHOMA CITY (Oklahoma) . . . Over 50%: Oklahoma; 20 - 49%: Beaver, Beckham, Blaine, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harper, Kingfisher, Logan, McClain, Roger Mills, Washita.	1,124.2	431.1	11,361,141	8,256,842	1,663,770	885,896	544,362	2,131,962	191,829	41.4
TULSA (Tulsa) . . . Over 50%: Tulsa; 20 - 49%: Craig, Creek, Mayes, Rogers, Wagoner, Washington.	799.2	309.1	8,163,156	4,893,788	1,073,384	592,632	329,215	1,091,496	104,001	52.7
OREGON										
EUGENE–SPRINGFIELD (Lane) . . . Over 50%: Lane.	268.1	106.7	2,833,915	1,624,546	331,628	222,863	91,248	372,582	42,056	62.1
MEDFORD (Jackson) . . . 20 - 49%: Jackson.	144.2	55.3	1,386,543	861,723	156,128	144,233	39,467	168,926	19,428	49.6
PORTLAND (Multnomah) . . . Over 50%: Clackamas, Multnomah, Washington; 20 - 49%: Clatsop, Columbia, Grant, Harney, Hood River, Jefferson, Lincoln, Sherman, Tillamook, Wasco, Yamhill.	1,375.3	546.5	17,515,202	9,991,667	1,746,649	1,699,241	528,830	2,107,903	213,613	47.7
SALEM (Marion) . . . 20 - 49%: Marion, Polk.	268.5	101.1	2,661,167	1,365,625	259,714	230,568	70,593	288,865	45,457	49.0
PENNSYLVANIA										
ALLENTOWN–BETHLEHEM (Lehigh, Northampton) . . . Over 50%: Lehigh, Northampton; 20 - 49%: N.J.: Warren; PENN.: Carbon.	674.3	260.6	8,791,196	4,620,814	941,559	513,328	206,803	1,153,067	140,578	61.0
ALTOONA (Blair) . . . Over 50%: Blair.	133.2	50.6	1,345,326	888,923	185,576	122,278	50,480	235,185	33,181	58.2
BEAVER COUNTY (Beaver) . . . Over 50%: Beaver.	192.8	71.5	2,145,519	963,061	295,806	163,858	44,400	155,499	39,256	60.0
BUTLER (Butler) . . . Over 50%: Butler.	153.4	53.7	1,591,446	752,911	151,432	106,801	43,970	188,393	24,312	51.9
ERIE (Erie) . . . Over 50%: Erie.	282.8	104.2	3,330,862	1,673,366	361,290	192,659	85,298	396,084	57,920	65.4
HARRISBURG–LEBANON–CARLISLE (Dauphin) . . . Over 50%: Dauphin; 20 - 49%: Cumberland, Perry.	474.8	185.5	6,499,808	4,053,978	927,976	445,302	152,658	933,525	123,965	48.6
JOHNSTOWN (Cambria) . . . Over 50%: Cambria; 20 - 49%: Somerset.	254.8	93.5	2,193,848	1,159,876	297,885	127,435	52,214	268,704	40,702	48.0
LANCASTER (Lancaster) . . . Over 50%: Lancaster.	407.2	149.3	5,047,520	2,876,877	631,535	277,952	165,331	695,433	86,643	63.5
PHILADELPHIA (Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . Over 50%: N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia.	4,909.7	1,823.6	68,734,834	35,844,745	7,350,426	4,023,558	1,674,431	8,532,686	1,262,465	60.8
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland) . . . Over 50%: Allegheny, Fayette, Greene, Washington, Westmoreland; 20 - 49%: Armstrong.	2,229.6	876.2	26,713,533	13,773,968	3,151,587	1,691,826	720,426	3,208,394	499,432	62.4
POTTSVILLE (Schuylkill) . . . 20 - 49%: Schuylkill.	159.6	63.3	1,624,479	882,453	226,630	131,856	57,442	152,482	43,316	44.1
READING (Berks) . . . Over 50%: Berks.	329.4	128.7	4,150,669	2,626,914	490,490	292,504	135,146	663,537	65,366	60.0

NEWSPAPER MARKET PROFILES

PA. (cont.)

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% Household Cov.
SCRANTON–WILKES-BARRE (Lackawanna, Luzerne) . . . **Over 50%:** Lackawanna, Luzerne; **20 - 49%:** Wayne, Wyoming.	624.5	240.6	6,697,657	4,061,189	909,933	505,152	176,700	883,794	181,277	76.4
SHARON (Mercer) . . . **Over 50%:** Mercer.	124.7	46.1	1,358,378	629,610	131,823	90,004	28,971	172,981	19,305	52.7
SUNBURY (Northumberland) . . . **Over 50%:** Union; **20 - 49%:** Northumberland, Snyder.	171.7	64.5	1,596,828	992,049	224,250	114,986	48,038	256,649	37,076	37.7
WILLIAMSPORT (Lycoming) . . . **Over 50%:** Lycoming.	118.5	44.4	1,261,796	726,079	172,636	91,859	37,289	185,155	22,505	69.9
YORK (York) . . . **Over 50%:** York.	334.1	128.2	4,174,018	2,017,383	43[illegible],937	248,397	97,441	507,869	52,900	67.6
RHODE ISLAND										
PROVIDENCE–PAWTUCKET–WOONSOCKET (Providence) . . . **Over 50%:** Bristol, Kent, Providence; **20 - 49%:** Newport, Washington.	995.3	366.5	12,927,999	7,085,640	1,399,399	752,828	322,782	1,482,593	306,515	62.5
SOUTH CAROLINA										
ANDERSON (Anderson) . . . **20 - 49%:** GA.: Hart, Stephens; S.C.: Anderson.	189.4	71.1	1,789,109	1,007,063	222,523	122,879	60,668	219,541	52,050	39.4
CHARLESTON (Charleston) . . . **Over 50%:** Charleston; **20 - 49%:** Berkeley, Colleton, Dorchester.	549.5	189.2	5,167,824	3,226,836	718,610	348,414	220,206	789,896	98,934	56.6
CHARLOTTE–GASTONIA–ROCK HILL (N.C.: Mecklenburg, Gaston, Rowan; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Cabarrus, Cleveland, Iredell, Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,434.8	539.3	16,653,708	9,731,984	2,186,015	1,075,986	577,438	2,414,507	374,419	52.2
COLUMBIA (Richland) . . . **Over 50%:** Lexington, Richland; **20 - 49%:** Fairfield, Kershaw, Newberry, Saluda.	580.1	212.1	6,604,745	3,418,465	691,155	451,047	188,054	780,749	128,198	48.7
FLORENCE (Florence) . . . **20 - 49%:** Darlington, Florence.	188.0	66.1	1,587,474	1,069,685	212,156	137,326	49,601	258,410	49,614	38.1
GREENVILLE–SPARTANBURG (Greenville, Spartanburg) . . . **Over 50%:** Greenville, Spartanburg; **20 - 49%:** Cherokee, Laurens, Oconee, Pickens, Union.	810.0	304.8	8,143,905	4,941,119	1,134,840	576,394	327,370	1,003,847	208,251	50.6
MYRTLE BEACH (Horry) . . . **Over 50%:** Horry.	137.8	53.1	1,498,489	1,369,987	278,227	140,214	109,297	270,017	46,851	52.2

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S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% House-hold Cov.
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **Over 50%:** Pennington; **20 - 49%:** Butte, Custer, Fall River, Haakon, Jackson, Jones, Lawrence, Meade; WYO.: Weston.	164.0	62.2	1,798,629	1,049,165	202,935	135,585	37,765	265,291	32,846	48.5
SIOUX FALLS (Minnehaha) . . . **Over 50%:** Minnehaha; **20 - 49%:** IA.: Lyon; MINN.: Rock; S.D.: Clay, Hutchinson, Lake, Lincoln, McCook, Miner, Moody, Turner, Union.	234.8	90.3	2,625,991	1,392,195	257,321	168,148	63,893	347,939	65,513	40.6
TENNESSEE										
CHATTANOOGA (Hamilton) . . . **Over 50%:** Hamilton; **20 - 49%:** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Marion, Rhea, Sequatchie.	473.2	179.4	4,883,408	2,974,156	635,493	381,806	179,086	744,693	84,763	49.5
JACKSON (Madison) . . . **Over 50%:** Madison: **20 - 49%:** Carroll, Chester, Crockett, Gibson, Henderson.	208.4	79.5	1,998,372	1,162,302	213,788	193,613	50,355	294,085	48,437	38.1
JOHNSON CITY–KINGSPORT–BRISTOL (Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Scott, Smyth, Wise.	610.6	225.9	6,036,675	3,273,400	704,771	416,127	140,728	890,814	141,974	50.0
KNOXVILLE (Knox) . . . **Over 50%:** Knox; **20 - 49%:** Anderson, Jefferson, Loudon, Roane, Sevier, Union.	583.1	228.5	6,621,994	4,438,570	884,682	497,685	251,289	961,449	154,326	50.1
MEMPHIS (Shelby) . . . **20 - 49%:** ARK.: Crittenden; MISS.: De Soto, Tate; TENN.: Fayette, Shelby, Tipton.	1,029.8	372.4	10,723,513	7,016,378	1,126,979	959,479	443,725	1,944,513	305,744	45.3
NASHVILLE (Davidson) . . . **Over 50%:** Davidson; **20 - 49%:** Coffee, Humphreys, Marshall, Robertson, Smith, Sumner, Williamson, Wilson.	904.8	347.0	11,299,580	6,018,247	1,010,431	817,173	340,495	1,635,951	213,495	44.1
TEXAS										
ABILENE (Taylor) . . . **Over 50%:** Taylor; **20 - 49%:** Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Knox, Mitchell, Nolan, Shackelford, Stephens, Stonewall.	245.6	91.2	2,248,377	1,738,283	398,825	182,462	61,940	450,821	68,781	42.1
AMARILLO (Potter) . . . **Over 50%:** Oldham, Potter, Randall; **20 - 49%:** Armstrong, Briscoe, Carson, Childress, Collingsworth, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.	369.0	137.2	3,938,162	2,421,145	607,001	213,735	101,726	654,836	57,597	46.6
AUSTIN (Travis) . . . **Over 50%:** Travis; **20 - 49%:** Bastrop, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	864.7	330.5	10,083,186	5,485,002	1,259,348	630,675	280,201	1,303,621	124,575	48.5
BEAUMONT–PORT ARTHUR (Jefferson) . . . **20 - 49%:** Hardin, Jasper, Jefferson, Newton, Orange, Sabine, Tyler.	457.6	165.0	4,946,049	2,870,541	669,206	332,737	117,193	734,321	85,513	38.0

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For additional information contact Marketing Director Kevin Kane at the Knoxville News Sentinel Company (615) 521-8111.

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TEXAS (cont.)

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% House-hold Cov.
BROWNSVILLE–HARLINGEN (Cameron) . . . 20 - 49%: Cameron, Willacy.	281.5	81.0	1,875,686	1,530,375	394,992	185,934	78,249	301,583	36,223	25.8
CORPUS CHRISTI (Nueces) . . . 20 - 49%: Aransas, Duval, Jim Wells, Kleberg, Nueces, Refugio, San Patricio.	474.3	157.1	4,200,918	2,959,530	757,018	316,163	135,192	675,876	59,827	40.4
DALLAS (Dallas) . . . Over 50%: Dallas; 20 - 49%: Collin, Denton, Ellis, Kaufman, Rockwall.	2,476.2	934.8	33,436,603	18,838,067	3,935,305	2,315,986	890,523	4,446,419	479,560	49.2
EL PASO (El Paso) . . . 20 - 49%: Culberson, El Paso.	583.1	175.1	4,603,180	2,734,104	577,711	411,860	156,460	587,333	57,535	44.3
FORT WORTH–ARLINGTON (Tarrant) . . . Over 50%: Tarrant; 20 - 49%: Erath, Hood, Johnson, Palo Pinto, Parker, Wise.	1,396.6	518.9	17,151,875	9,518,786	2,145,067	1,185,062	442,930	2,336,613	240,900	48.2

To cover Houston, split your buy between the two biggest newspapers:

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Sports
fireworks and festivities in and around Houston
Houston
Houston
More economic growt

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-Motive ($000)	Drug ($000)	% House-hold Cov.
HOUSTON (Harris) . . . Over 50%: Harris; 20 - 49%: Austin, Brazoria, Colorado, Fort Bend, Galveston, Grimes, Liberty, Matagorda, Montgomery, Trinity, Walker, Waller.	3,778.0	1,377.0	46,366,086	26,452,287	5,868,843	3,035,198	1,240,673	6,566,079	783,614	48.4
KILLEEN–TEMPLE (Bell) . . . 20 - 49%: Bell, Milam.	207.8	73.5	1,962,707	1,177,467	280,876	187,006	47,552	295,269	26,271	32.1
LONGVIEW–MARSHALL (Gregg) . . . Over 50%: Gregg; 20 - 49%: Upshur.	145.3	53.4	1,482,529	1,157,094	255,883	159,647	41,971	317,985	32,656	28.8
LUBBOCK (Lubbock) . . . Over 50%: Lubbock; 20 - 49%: Bailey, Borden, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, Lamb, Lynn, Motley, Terry, Yoakum.	409.2	143.0	3,622,783	2,361,806	547,332	255,437	103,307	725,123	54,314	41.8
MCALLEN–EDINBURG–MISSION (Hidalgo) . . . 20 - 49%: Hidalgo.	376.6	104.0	2,155,835	1,873,861	476,890	251,273	104,413	348,364	38,898	27.8

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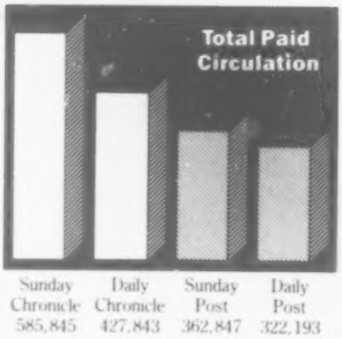

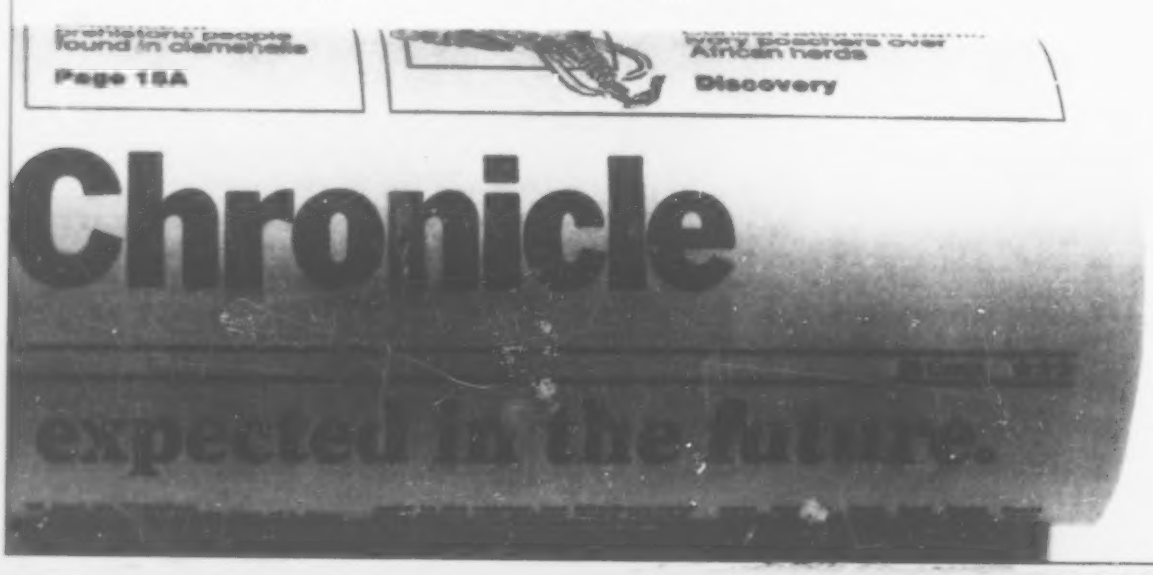
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Page 15A
ivory poachers over African herds
Discovery
Chronicle
expected in the future.

TEXAS (cont.)

S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Household Cov.
ODESSA (Ector) . . . 20 - 49%: Andrews, Crane, Ector, Upton, Ward, Winkler.	175.1	62.1	1,970,198	1,705,994	384,893	185,634	89,171	472,475	32,938	42.2
SAN ANGELO (Tom Green) . . . Over 50%: Coke, Irion, Sterling, Tom Green; 20 - 49%: Concho, Crockett, Glasscock, Kimble, McCulloch, Mason, Menard, Reagan, Runnels, Schleicher, Sutton, Terrell, Upton.	163.2	59.5	1,621,248	1,169,343	286,051	130,610	55,005	294,515	23,868	46.1
SAN ANTONIO (Bexar) . . . Over 50%: Bexar; 20 - 49%: Atascosa, Bandera, Comal, Dimmit, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, Kinney, La Salle, McMullen, Medina, Real, Uvalde, Wilson.	1,534.4	563.8	14,897,719	8,509,906	2,380,928	866,564	380,145	1,870,109	165,523	58.1

• CIRCULATION •

DAILY

181,225

21,620 lead over Light

SUNDAY

272,631

39,497 lead over Light

SOURCE: ABC FAS-FAX 3-31-89
Calculations by Express-News.

Number One in San Antonio and South Texas

Express-News

SAN ANTONIO, TEXAS

• READERSHIP •

DAILY

San Antonio Newspaper Market **66%**

457,000 Adult Readers

SUNDAY

San Antonio Newspaper Market **68%**

608,000 Adult Readers

SOURCE: 1987 Scarborough Report
(average issue, ADI)

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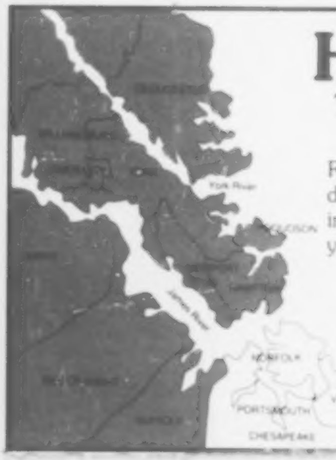
SOURCE: ABC Fas-Fax Report for 6-month period ending March 31, 1989, and ABC Publisher's Statement for 6-month periods ending March 31, 1988 and March 31, 1985. Calculations by Light Research Department.

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88 Total Pop. (Thous.)	POPULATION 12/31/88 House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	% Household Cov.
TEXARKANA (Bowie; ARK.: Miller) . . . **Over 50%:** TEX.: Bowie; **20 - 49%:** ARK.: Little River, Miller; TEX.: Cass.	168.5	61.4	1,530,740	999,714	223,365	139,031	40,859	203,594	30,113	44.9
TYLER (Smith) . . . **Over 50%:** Smith; **20 - 49%:** Wood.	185.4	68.4	2,026,789	1,130,167	245,520	183,612	44,346	294,343	35,363	49.0
VICTORIA (Victoria) . . . **Over 50%:** Goliad, Victoria; **20 - 49%:** Calhoun, De Witt, Jackson, Lavaca, Refugio.	163.9	57.4	1,555,636	1,053,683	283,839	109,822	36,581	239,282	26,632	54.5
WACO (McLennan) . . . **Over 50%:** McLennan; **20 - 49%:** Bosque, Limestone.	230.6	85.4	2,177,854	1,294,465	303,124	184,595	48,397	285,265	28,177	52.7
WICHITA FALLS (Wichita) . . . **Over 50%:** Baylor, Wichita; **20 - 49%:** Archer, Clay, Foard, Hardeman, Knox, Montague, Young.	200.3	75.2	1,958,653	1,343,432	288,928	184,964	61,545	326,833	35,190	50.8
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%:** Juab, Utah.	255.8	69.7	1,770,504	1,025,711	227,416	142,877	47,431	198,238	31,649	43.6
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%:** Box Elder, Davis, Morgan, Salt Lake, Weber; **20 - 49%:** Beaver, Carbon, Juab, Sevier, Summit, Tooele, Wasatch.	1,218.1	392.9	11,792,577	6,991,301	1,526,276	848,162	383,901	1,608,502	118,814	52.3
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%:** Chittenden, Grand Isle; **20 - 49%:** Addison, Franklin, Lamoille.	223.1	81.5	2,749,540	1,838,197	389,582	133,514	80,231	452,927	52,221	53.7
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **Over 50%:** Albemarle; **20 - 49%:** Fluvanna, Greene, Madison, Orange.	159.2	59.6	1,970,642	1,257,143	269,177	167,396	85,197	208,096	48,019	48.7
DANVILLE (Pittsylvania) . . . **Over 50%:** Pittsylvania.	111.3	40.5	1,157,363	589,618	135,379	51 984	24,965	143,942	38,889	58.9
FREDERICKSBURG (Spotsylvania) . . . **Over 50%:** King George, Spotsylvania, Stafford; **20 - 49%:** Caroline, Westmoreland.	169.2	56.1	1,949,015	1,104,881	232,452	143,900	44,595	238,332	37,110	62.5
HARRISONBURG (Rockingham) . . . **Over 50%:** Rockingham; **20 - 49%:** Page; W.VA.: Pendleton.	115.0	40.0	1,119,191	752,254	159,149	124,817	44,561	139,196	34,245	64.4
JOHNSON CITY-KINGSPORT-BRISTOL (TENN.: Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Scott, Smyth, Wise.	610.6	225.9	6,036,675	3,273,400	704,771	416,127	140,728	890,814	141,974	50.0
LYNCHBURG (Campbell) . . . **Over 50%:** Amherst, Campbell; **20 - 49%:** Appomattox, Bedford, Nelson.	223.0	77.4	2,423,953	1,312,488	288,536	196,696	61,327	261,556	52,939	50.4
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS (Norfolk, Newport News) . . . **Over 50%:** Isle of Wight, James City, Newport News, Norfolk, Virginia Beach, York; **20 - 49%:** N.C.: Currituck, Dare, Gates; VA.: Gloucester, Mathews, Middlesex, Northampton, Southampton, Suffolk, Surry.	1,508.7	519.5	17,662,978	9,767,413	1,816,060	1,147,706	677,656	2,150,047	339,034	62.3



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VA. (cont.)

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%–49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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RICHMOND–PETERSBURG (Henrico) . . . **Over 50%:** Chesterfield, Goochland, Hanover, Henrico, Powhatan; **20 - 49%:** Amelia, Brunswick, Charles City, Charlotte, Dinwiddie, Essex, Greensville, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Prince Edward, Prince George, Richmond, Sussex.	1,059.0	381.9	13,271,938	7,590,675	1,613,648	948,880	350,140	1,650,710	345,662	59.7
ROANOKE (Roanoke) . . . **Over 50%:** Botetourt, Montgomery, Roanoke; **20 - 49%:** Alleghany, Bedford, Carroll, Craig, Floyd, Franklin, Giles, Pulaski, Rockbridge, Wythe.	589.9	212.9	6,424,283	3,553,926	794,648	439,954	194,716	689,639	162,218	52.4
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Loudoun, Prince William.	3,911.5	1,468.4	70,393,289	32,341,635	5,780,301	3,631,326	2,224,100	7,552,111	1,287,909	66.8
WASHINGTON										
BREMERTON (Kitsap) . . . **Over 50%:** Kitsap.	180.5	67.8	2,179,111	875,348	202,138	85,901	40,516	172,758	56,187	53.5
OLYMPIA (Thurston) . . . **20 - 49%:** Thurston.	156.1	61.8	1,962,720	945,782	252,909	123,517	50,094	168,888	35,474	41.4
RICHLAND–KENNEWICK–PASCO (Benton, Franklin) . . . **Over 50%:** Benton; **20 - 49%:** Franklin.	150.7	54.9	2,065,521	908,530	207,001	123,448	34,508	171,524	48,830	54.5
SEATTLE (King, Snohomish) . . . **Over 50%:** King, Snohomish; **20 - 49%:** Island, Jefferson.	1,915.1	777.0	21,002,788	14,670,172	3,051,363	1,443,561	703,565	2,871,662	588,156	63.5
SPOKANE (Spokane) . . . **Over 50%:** Spokane; **20 - 49%:** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Lincoln, Pend Oreille, Stevens, Whitman.	604.4	231.5	6,325,338	3,385,205	822,159	315,271	179,963	770,969	114,612	47.3
TACOMA (Pierce) . . . **20 - 49%:** Pierce.	555.9	210.3	5,876,728	3,392,124	687,753	354,399	182,778	767,824	101,366	49.6
VANCOUVER (Clark) . . . **Over 50%:** Clark.	216.6	81.4	2,583,497	982,802	244,544	172,674	42,316	172,240	46,443	57.2
WENATCHEE (Chelan) . . . **Over 50%:** Chelan, Douglas; **20 - 49%:** Okanogan.	107.0	43.3	1,112,404	647,177	168,114	65,189	26,908	109,497	32,620	51.5
YAKIMA (Yakima) . . . **Over 50%:** Yakima.	186.4	69.7	1,835,951	1,028,911	246,253	114,372	40,271	217,719	33,872	51.3
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **Over 50%:** Raleigh **20 - 49%:** Fayette, Summers, Wyoming.	189.5	69.6	1,552,074	968,729	212,945	153,873	52,424	230,474	48,301	39.5
CHARLESTON (Kanawha) . . . **Over 50%:** Kanawha; **20 - 49%:** Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Roane.	458.2	176.9	4,331,158	2,733,912	622,446	329,899	120,280	668,231	128,739	53.6
HUNTINGTON–ASHLAND (Cabell) . . . **Over 50%:** Cabell; **20 - 49%:** OHIO: Lawrence; W.VA.: Wayne.	212.9	82.1	1,925,590	1,415,197	249,494	289,482	74,794	279,223	54,093	43.2
PARKERSBURG–MARIETTA (Wood) . . . **Over 50%:** Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	182.3	69.4	1,730,286	1,075,511	201,250	153,618	54,073	260,681	49,341	47.9
WHEELING (Ohio) . . . **Over 50%:** Marshall, Ohio; **20 - 49%:** OHIO: Belmont; W.VA.: Brooke, Wetzel.	225.2	87.2	2,121,609	1,365,658	309,563	216,395	78,985	265,635	61,546	43.9
WISCONSIN										
APPLETON–OSHKOSH–NEENAH (Outagamie, Winnebago) . . . **Over 50%:** Outagamie, Winnebago; **20 - 49%:** Calumet, Green Lake, Waupaca.	378.0	140.2	4,465,185	2,346,147	460,429	384,616	129,269	532,811	48,642	52.9
EAU CLAIRE (Eau Claire) . . . **Over 50%:** Eau Claire; **20 - 49%:** Chippewa, Dunn, Pepin.	182.8	65.8	1,860,303	1,239,714	234,812	146,493	59,125	334,150	25,824	39.8
GREEN BAY (Brown) . . . **Over 50%:** Brown; **20 - 49%:** Kewaunee, Oconto.	243.1	90.8	2,721,064	1,547,984	266,084	302,689	88,470	362,789	23,241	55.7
JANESVILLE–BELOIT (Rock) . . . **20 - 49%:** Rock, Walworth.	212.0	79.6	2,385,368	1,452,940	325,522	190,322	48,817	318,324	44,799	33.7

WISC. (cont.)

S&MM ESTIMATES

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Household Cov.
KENOSHA (Kenosha) . . . **Over 50%:** Kenosha.	121.9	44.5	1,825,976	767,481	194,657	105,605	31,738	116,440	27,448	63.6
LA CROSSE (La Crosse) . . . **Over 50%:** La Crosse; **20 - 49%:** MINN.: Houston; WIS.: Monroe, Vernon.	179.3	66.4	1,925,648	1,091,410	235,632	147,363	77,743	227,856	28,281	45.4
MADISON (Dane) . . . **Over 50%:** Dane; **20 - 49%:** Columbia, Grant, Green, Iowa, Lafayette, Richland, Sauk.	583.5	228.0	7,092,609	4,741,973	846,016	446,605	432,396	1,107,548	111,023	42.0
MILWAUKEE (Milwaukee) . . . **Over 50%:** Milwaukee, Ozaukee, Washington, Waukesha.	1,401.3	537.5	18,616,645	9,863,013	2,285,819	1,307,347	552,185	2,247,941	287,360	70.5
RACINE (Racine) . . . **Over 50%:** Racine.	176.1	64.8	2,214,991	1,039,743	243,720	146,274	50,645	231,158	35,249	52.5
SHEBOYGAN (Sheboygan) . . . **Over 50%:** Sheboygan.	103.3	38.4	1,290,346	558,198	124,815	95,671	23,625	133,477	15,716	61.1
WYOMING										
CASPER (Natrona) . . . **Over 50%:** Natrona; **20 - 49%:** Carbon, Converse, Fremont, Hot Springs, Johnson, Niobrara, Sublette.	154.6	57.1	1,454,903	859,646	204,619	89,602	30,928	189,002	17,708	41.5

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SOUND SOLUTION

Regional and State Summaries for 1993 Projections

S&MM ESTIMATES

REGION State	POPULATION 12/31/88 Total Pop. (Thous.)	POPULATION 12/31/93 Total Pop. (Thous.)	POPULATION % Change 1988-1993	POPULATION 12/31/93 Total Hshlds. (Thous.)	POPULATION % Change 1988-1993	EFFECTIVE BUYING INCOME 1993 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1988-1993	EFFECTIVE BUYING INCOME Average Household EBI 1988	EFFECTIVE BUYING INCOME Average Household EBI 1993	RETAIL SALES 1993 Total Retail Sales ($000)	RETAIL SALES % Change 1988-1993	RETAIL SALES Retail Sales Per Household 1988	RETAIL SALES Retail Sales Per Household 1993	BUYING POWER INDEX 1988	BUYING POWER INDEX 1993
NEW ENGLAND	**13,022.7**	**13,403.4**	**2.9**	**5,146.7**	**5.7**	**290,165,383**	**48.2**	**40,214**	**56,379**	**163,324,956**	**51.4**	**22,151**	**31,734**	**6.2230**	**6.1484**
Connecticut	3,266.6	3,347.8	2.5	1,264.9	5.1	80,679,017	47.3	45,497	63,783	41,201,689	50.0	22,814	32,573	1.6604	1.6292
Maine	1,204.5	1,246.1	3.5	483.9	6.8	21,308,418	53.2	30,704	44,035	14,415,619	54.9	20,538	29,790	.4946	.5011
Massachusetts	5,908.0	6,014.6	1.8	2,330.4	4.6	133,636,318	45.8	41,154	57,345	73,189,012	49.2	22,013	31,406	2.8710	2.7947
New Hampshire	1,091.5	1,192.9	9.3	456.7	11.9	25,273,473	57.0	39,446	55,339	16,889,606	60.4	25,791	36,982	.5436	.5699
Rhode Island	995.3	1,021.3	2.6	383.4	4.6	19,387,833	50.0	35,274	50,568	10,729,688	51.4	19,333	27,986	.4211	.4183
Vermont	556.8	580.7	4.3	227.4	7.7	9,880,494	52.8	30,635	43,450	6,899,342	54.6	21,143	30,340	.2323	.2352
MIDDLE ATLANTIC	**37,839.4**	**38,418.8**	**1.6**	**14,836.8**	**4.2**	**756,293,656**	**44.6**	**36,714**	**50,974**	**378,238,269**	**47.2**	**18,043**	**25,490**	**16.3942**	**15.7190**
New Jersey	7,764.2	7,999.2	3.0	3,025.9	5.7	190,810,889	48.1	45,010	63,059	88,969,963	50.4	20,670	29,403	3.8118	3.7562
New York	18,029.4	18,302.7	1.5	7,084.5	4.1	352,116,626	42.3	36,349	49,702	174,491,159	46.4	17,511	24,630	7.6757	7.3303
Pennsylvania	12,045.8	12,116.9	.6	4,726.4	3.3	213,366,141	45.4	32,069	45,145	114,777,147	45.9	17,193	24,284	4.9067	4.6325
EAST NORTH CENTRAL	**42,372.5**	**42,603.6**	**.5**	**16,275.9**	**3.2**	**749,165,585**	**47.9**	**32,127**	**46,029**	**397,411,970**	**47.5**	**17,091**	**24,415**	**16.6203**	**16.1961**
Illinois	11,674.3	11,762.1	.8	4,485.9	3.5	223,664,533	46.8	35,150	49,859	112,119,809	48.1	17,463	24,994	4.8154	4.6823
Indiana	5,597.2	5,632.4	.6	2,117.2	3.2	90,869,720	50.1	29,513	42,920	52,464,636	48.6	17,216	24,780	2.0861	2.0522
Michigan	9,335.3	9,381.9	.5	3,529.5	3.1	163,879,199	48.1	32,329	46,431	89,034,439	47.7	17,601	25,217	3.6626	3.5730
Ohio	10,896.1	10,899.5	.0	4,240.7	2.8	184,455,283	47.2	30,368	43,496	96,489,588	45.0	16,127	22,753	4.1417	4.0029
Wisconsin	4,869.6	4,927.7	1.2	1,902.6	3.8	86,296,850	49.6	31,477	45,357	47,303,498	49.3	17,286	24,863	1.9145	1.8857
WEST NORTH CENTRAL	**17,909.4**	**18,268.4**	**2.0**	**7,030.6**	**4.2**	**310,264,791**	**49.3**	**30,787**	**44,131**	**169,554,452**	**47.4**	**17,843**	**24,117**	**6.9422**	**6.8163**
Iowa	2,847.4	2,811.3	−1.3	1,120.4	1.3	45,227,720	47.6	27,706	40,367	24,080,494	41.6	15,375	21,493	1.0413	.9974
Kansas	2,511.3	2,583.9	2.9	1,006.7	5.0	45,653,846	49.3	31,880	45,350	21,701,012	44.8	15,628	21,557	.9762	.9554
Minnesota	4,326.8	4,462.1	3.1	1,709.3	5.7	81,957,162	52.3	33,292	47,948	47,808,861	52.6	19,374	27,970	1.8010	1.8093
Missouri	5,205.0	5,350.6	2.8	2,022.4	4.5	88,790,902	47.8	31,044	43,904	48,467,273	47.5	16,981	23,965	2.0026	1.9595
Nebraska	1,610.1	1,624.8	.9	629.9	3.0	27,434,291	48.6	30,170	43,553	14,785,916	47.2	16,435	23,473	.6150	.6009
North Dakota	686.3	697.4	1.6	260.6	4.3	10,468,693	49.6	28,011	40,172	6,460,506	43.7	17,995	24,791	.2520	.2452
South Dakota	722.5	738.3	2.2	281.3	4.3	10,732,177	49.2	26,657	38,152	6,250,390	45.9	15,878	22,220	.2541	.2486
SOUTH ATLANTIC	**42,921.5**	**46,127.2**	**7.5**	**17,854.2**	**10.3**	**804,760,092**	**55.7**	**31,915**	**45,874**	**482,752,427**	**56.6**	**18,282**	**25,918**	**17.3108**	**17.8626**
Delaware	654.2	685.8	4.8	254.2	7.4	12,718,535	52.0	35,340	50,034	7,772,463	53.1	21,446	30,576	.2823	.2845
District of Columbia	623.8	613.2	−1.7	254.6	−.2	13,014,099	41.8	35,960	51,116	5,106,026	39.5	14,342	20,055	.2670	.2498
Florida	12,506.5	14,020.2	12.1	5,799.5	14.6	252,734,523	61.3	30,963	43,579	152,893,194	60.9	18,776	26,363	5.3053	5.6658
Georgia	6,439.0	6,936.3	7.7	2,566.6	10.4	112,250,540	55.1	31,135	43,735	85,389,953	55.0	18,150	25,477	2.4738	2.5405
Maryland	4,666.0	4,917.6	5.4	1,833.6	7.8	100,741,064	48.8	39,819	54,942	51,107,813	51.0	19,909	27,873	2.1016	2.0871
North Carolina	6,554.1	6,918.5	5.6	2,668.9	8.9	108,883,041	55.2	28,619	40,797	64,382,603	55.6	16,879	24,123	2.4314	2.4906
South Carolina	3,511.0	3,712.2	5.7	1,380.8	8.8	53,787,984	56.7	27,058	38,954	31,427,796	55.5	15,932	22,761	1.2138	1.2485
Virginia	6,047.2	6,426.3	6.3	2,352.9	8.6	124,935,700	53.7	37,511	53,099	68,481,747	57.6	20,055	29,105	2.6098	2.6755
West Virginia	1,919.7	1,897.1	−1.2	743.1	1.7	25,694,606	53.1	22,976	34,578	16,190,828	50.6	14,718	21,788	.6258	.6203
EAST SOUTH CENTRAL	**15,554.1**	**15,964.2**	**2.6**	**6,036.3**	**5.5**	**232,232,812**	**55.0**	**26,181**	**38,473**	**131,703,117**	**51.7**	**15,177**	**21,822**	**5.2901**	**5.3372**
Alabama	4,165.3	4,294.9	3.1	1,635.0	5.8	59,940,448	53.0	25,362	36,661	32,408,466	50.0	13,999	19,834	1.3714	1.3720
Kentucky	3,773.2	3,812.9	1.1	1,427.8	3.8	56,398,211	55.1	26,427	39,500	35,488,158	54.1	16,732	24,855	1.3196	1.3337
Mississippi	2,667.4	2,725.5	2.2	987.1	5.2	34,399,369	56.3	23,471	34,849	19,499,673	50.7	13,797	19,755	.8115	.8183
Tennessee	4,948.2	5,130.9	3.7	1,986.4	6.6	81,494,784	56.0	28,043	41,026	44,306,820	51.5	15,699	22,305	1.7876	1.8132
WEST SOUTH CENTRAL	**27,139.7**	**28,874.6**	**6.4**	**10,417.6**	**8.5**	**433,433,479**	**54.6**	**28,289**	**40,022**	**243,735,438**	**45.9**	**17,076**	**22,986**	**9.7669**	**9.8649**
Arkansas	2,435.4	2,512.8	3.2	948.0	5.3	34,291,471	52.2	25,022	36,172	18,774,910	47.3	14,155	19,805	.7974	.7919
Louisiana	4,467.9	4,554.8	1.9	1,649.2	4.4	61,890,513	55.5	25,202	37,528	37,127,094	44.2	16,299	22,512	1.4816	1.4703
Oklahoma	3,317.5	3,459.3	4.3	1,328.2	5.7	46,485,634	53.1	24,156	34,999	26,817,349	39.7	15,272	20,191	1.1149	1.0941
Texas	16,918.9	18,347.7	8.4	6,492.2	10.7	290,765,861	57.9	30,440	43,448	161,016,085	47.2	18,088	24,060	6.3730	6.5086
MOUNTAIN	**13,583.2**	**14,776.3**	**8.8**	**5,652.7**	**11.5**	**235,588,171**	**60.4**	**29,963**	**41,660**	**128,150,204**	**53.3**	**16,481**	**22,671**	**5.0223**	**5.2371**
Arizona	3,550.5	4,031.2	13.5	1,594.7	16.9	65,319,789	61.9	29,576	40,961	39,347,203	63.2	17,678	24,674	1.3867	1.4937
Colorado	3,369.9	3,628.5	7.7	1,443.7	10.1	64,276,406	60.1	30,624	44,522	32,339,943	48.5	16,610	22,401	1.3262	1.3661
Idaho	1,025.9	1,060.7	3.4	381.3	5.5	15,327,901	55.5	27,261	40,199	7,459,456	45.4	14,196	19,563	.3375	.3377
Montana	819.9	836.7	2.0	333.6	4.6	12,328,874	52.7	25,307	36,957	6,339,745	39.3	14,267	19,004	.2812	.2745
Nevada	1,069.7	1,222.4	14.3	513.3	16.7	23,757,871	68.8	32,003	46,285	12,361,160	55.5	18,072	24,082	.4615	.5008
New Mexico	1,537.9	1,663.6	8.2	612.9	10.6	22,316,762	56.7	25,595	36,249	12,523,832	50.2	15,082	20,434	.5083	.5201
Utah	1,719.3	1,833.4	6.6	578.1	7.9	24,732,135	60.8	28,724	42,816	13,846,723	54.8	16,685	23,952	.5537	.5766
Wyoming	490.1	499.8	2.0	195.1	5.5	7,528,433	59.1	25,587	38,588	3,932,142	42.5	14,923	20,154	.1672	.1676
PACIFIC	**37,577.8**	**40,812.0**	**8.6**	**15,442.5**	**9.7**	**826,437,340**	**52.9**	**38,914**	**54,219**	**391,482,029**	**53.3**	**18,376**	**25,678**	**16.5303**	**16.8184**
Alaska	538.2	608.7	13.1	216.0	16.4	12,523,070	62.4	41,546	57,977	5,846,479	49.0	21,136	27,067	.2411	.2530
California	28,549.3	31,331.5	9.7	11,543.3	10.4	648,531,602	52.2	40,748	56,183	301,082,342	53.8	18,717	26,076	12.8435	13.0695
Hawaii	1,104.5	1,175.3	6.4	587.0	9.7	22,227,049	54.7	40,728	57,434	11,838,574	52.7	21,970	30,591	.4656	.4743
Oregon	2,755.6	2,804.9	1.8	1,120.1	4.3	48,832,784	57.4	28,872	43,597	26,795,391	51.2	16,497	23,922	1.0531	1.0688
Washington	4,630.2	4,891.6	5.6	1,976.1	8.5	94,322,835	53.7	33,685	47,732	45,919,243	52.3	16,552	23,237	1.9270	1.9528
TOTAL UNITED STATES	**247,920.3**	**259,248.5**	**4.6**	**98,693.3**	**6.9**	**4,630,261,479**	**51.4**	**33,198**	**46,997**	**2,486,352,862**	**50.6**	**17,740**	**24,989**	**100.0000**	**100.0000**

Metro Market Projections

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	EFFECTIVE BUYING INCOME 1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	RETAIL SALES 1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BUYING POWER INDEX 1988	BUYING POWER INDEX 1993
ALABAMA															
ANNISTON	125.3	127.5	1.8	47.3	4.6	1,673,231	50.8	24,548	35,375	693,038	35.2	11,387	14,652	.0376	.0363
Calhoun	125.3	127.5	1.8	47.3	4.6	1,673,231	50.8	24,548	35,375	693,038	35.2	11,387	14,652	.0376	.0363
BIRMINGHAM	934.9	958.9	2.6	375.8	5.2	14,632,111	51.6	27,025	38,936	7,754,050	47.2	14,744	20,633	.2295	.2259
Blount	42.1	45.1	7.1	17.2	10.3	477,381	58.9	19,263	27,733	148,086	48.9	6,373	8,610	.0101	.0104
Jefferson	683.0	684.4	.2	274.4	3.0	11,002,661	48.4	27,828	40,097	6,481,980	47.5	14,998	24,331	.2501	.2327
St. Clair	50.5	55.2	9.3	19.9	12.4	635,689	62.0	22,171	31,944	152,734	45.3	5,939	7,675	.0124	.0130
Shelby	88.0	101.8	15.7	36.8	18.7	1,622,400	71.6	30,597	44,087	356,578	55.4	7,400	9,690	.0268	.0296
Walker	71.3	72.4	1.5	27.5	4.3	893,980	50.1	22,561	32,508	414,680	37.0	11,467	15,079	.0211	.0202
DECATUR	102.6	109.2	6.4	41.3	8.7	1,502,216	56.6	25,244	36,373	873,107	32.3	15,088	21,141	.0345	.0352
Morgan	102.6	109.2	6.4	41.3	8.7	1,502,216	56.6	25,244	36,373	873,107	32.3	15,088	21,141	.0345	.0352
DOTHAN	133.0	137.9	3.7	51.6	6.6	1,863,269	53.5	25,074	36,112	1,408,346	54.8	18,798	27,294	.0472	.0477
Dale	49.5	49.8	.6	17.4	3.6	647,278	49.2	25,823	37,206	250,975	46.2	10,216	14,424	.0141	.0138
Houston	83.5	88.1	5.5	34.2	8.2	1,215,991	55.9	24,675	35,535	1,157,371	56.8	23,361	33,841	.0331	.0339
FLORENCE	140.0	141.7	1.2	55.6	3.9	1,979,836	49.9	24,692	35,609	1,166,963	38.2	14,520	20,980	.0471	.0465
Colbert	55.0	54.6	−.7	21.6	2.4	703,603	47.5	22,608	32,574	492,250	55.0	15,064	22,789	.0181	.0178
Lauderdale	85.0	87.1	2.5	34.0	4.9	1,276,233	51.2	26,049	37,536	674,713	46.9	14,172	19,845	.0290	.0287
GADSDEN	104.0	103.6	−.4	40.5	2.0	1,236,895	47.0	22,908	33,010	642,904	34.8	12,087	15,874	.0321	.0302
Etowah	104.0	103.6	−.4	40.5	2.0	1,236,895	47.0	22,908	33,010	642,904	34.8	12,087	15,874	.0321	.0302
HUNTSVILLE	242.0	267.8	10.7	104.9	14.0	5,255,687	64.3	34,770	50,102	2,386,643	57.7	16,445	22,752	.0994	.1065
Madison	242.0	267.8	10.7	104.9	14.0	5,255,687	64.3	34,770	50,102	2,386,643	57.7	16,445	22,752	.0994	.1065
MOBILE	488.1	509.8	4.4	192.4	7.4	7,602,070	54.7	27,422	39,512	4,705,244	54.6	16,996	24,456	.1753	.1785
Baldwin	96.1	106.0	10.3	40.5	13.4	1,558,801	63.5	26,713	38,489	868,879	61.2	15,099	21,454	.0332	.0356
Mobile	392.0	403.8	3.0	151.9	5.9	6,043,269	52.6	27,612	39,785	3,836,365	53.2	17,468	25,256	.1421	.1429
MONTGOMERY	305.8	323.0	5.6	120.8	8.5	4,839,867	56.4	27,810	40,068	2,853,963	56.2	16,414	23,626	.1087	.1120
Autauga	37.2	39.9	7.3	14.0	10.2	572,510	58.8	28,381	40,894	253,512	59.7	12,300	18,108	.0118	.0124
Elmore	50.6	54.0	6.7	18.8	9.3	670,395	57.5	24,749	35,659	203,739	48.0	8,006	10,837	.0136	.0140
Montgomery	218.0	229.1	5.1	88.0	8.1	3,596,962	55.8	28,368	40,875	2,396,712	56.6	18,801	27,226	.0833	.0856
TUSCALOOSA	147.4	152.6	3.5	58.2	6.8	2,030,428	53.9	24,213	34,887	1,259,398	49.7	15,440	21,639	.0488	.0490
Tuscaloosa	147.4	152.6	3.5	58.2	6.8	2,030,428	53.9	24,213	34,887	1,259,398	49.7	15,440	21,639	.0488	.0490
TOTAL METRO COUNTIES	2,773.6	2,884.0	4.0	1,108.3	6.8	43,320,768	54.2	27,069	39,088	24,003,889	50.8	15,228	21,658	.9736	.9815
TOTAL STATE	4,165.3	4,294.9	3.1	1,635.0	5.8	59,940,448	53.0	25,262	36,661	32,420,466	50.0	13,999	19,834	1.2714	1.2720
ALASKA															
ANCHORAGE	223.0	249.6	11.9	96.1	15.8	5,665,505	62.0	42,140	58,954	3,108,941	47.2	25,442	32,351	.1137	.1181
Anchorage	223.0	249.6	11.9	96.1	15.8	5,665,505	62.0	42,140	58,954	3,108,941	47.2	25,442	32,351	.1137	.1181
TOTAL METRO COUNTIES	223.0	249.6	11.9	96.1	15.8	5,665,505	62.0	42,140	58,954	3,108,941	47.2	25,442	32,351	.1137	.1181
TOTAL STATE	538.2	608.7	13.1	216.0	16.4	12,523,070	62.4	41,546	57,977	5,846,479	49.8	21,136	27,067	.2411	.2530
ARIZONA															
PHOENIX	2,057.6	2,385.3	15.9	965.2	19.2	43,387,494	64.6	32,545	44,952	25,764,189	66.5	19,108	26,693	.8796	.9651
Maricopa	2,057.6	2,385.3	15.9	965.2	19.2	43,387,494	64.6	32,545	44,952	25,764,189	66.5	19,108	26,693	.8796	.9651
TUCSON	650.0	717.1	10.3	293.8	13.5	10,931,398	56.7	26,940	37,207	6,841,967	60.1	16,503	23,288	.2446	.2564
Pima	650.0	717.1	10.3	293.8	13.5	10,931,398	56.7	26,940	37,207	6,841,967	60.1	16,503	23,288	.2446	.2564
TOTAL METRO COUNTIES	2,707.6	3,102.4	14.6	1,259.0	17.8	54,318,892	63.0	31,187	43,144	32,606,156	65.1	18,477	25,898	1.1242	1.2215
TOTAL STATE	3,580.5	4,031.2	[illegible]	1,994.7	16.9	65,319,789	61.9	29,576	40,961	39,247,288	63.2	17,678	24,674	1.3067	1.4937
ARKANSAS															
FAYETTEVILLE-SPRINGDALE	112.4	119.1	6.0	46.1	8.7	1,777,191	56.9	26,709	38,551	1,104,328	51.9	17,145	23,955	.0408	.0419
Washington	112.4	119.1	6.0	46.1	8.7	1,777,191	56.9	26,709	38,551	1,104,328	51.9	17,145	23,955	.0408	.0419
FORT SMITH	183.8	195.3	6.3	74.3	8.3	2,701,770	55.9	25,286	36,360	1,361,892	48.6	13,822	18,330	.0606	.0608
Crawford	44.7	49.1	9.8	17.6	12.1	623,375	61.8	24,541	35,419	166,599	48.0	7,274	9,409	.0120	.0126
Sebastian	102.5	106.3	3.7	42.8	6.2	1,743,035	53.3	28,215	40,725	1,079,416	43.5	18,664	25,220	.0406	.0401
Sequoyah, Okla.	*36.6*	*39.9*	*9.0*	*13.9*	*10.3*	*335,360*	*59.5*	*16,662*	*24,127*	*114,877*	*42.9*	*6,493*	*8,408*	*.0080*	*.0081*
LITTLE ROCK-NORTH LITTLE ROCK	521.8	545.2	4.5	204.8	6.5	9,072,814	53.4	30,766	44,301	5,248,299	50.9	18,066	25,626	.2021	.2099
Faulkner	57.5	63.9	11.1	23.3	14.8	975,630	65.7	29,010	41,873	399,630	54.0	12,785	17,152	.0189	.0203
Lonoke	40.7	43.9	7.9	15.6	10.6	506,368	59.7	22,487	32,459	205,067	45.5	9,997	13,145	.0110	.0114
Pulaski	362.7	372.2	2.6	143.3	4.5	6,734,319	50.9	32,561	46,995	4,385,666	51.5	21,110	30,605	.1550	.1547
Saline	60.9	65.2	7.1	22.6	8.7	856,497	56.8	26,235	37,898	257,936	40.7	8,813	11,413	.0172	.0175
PINE BLUFF	90.5	88.8	−1.9	31.2	.0	1,114,345	44.4	24,740	35,716	683,996	39.5	15,718	21,923	.0288	.0271
Jefferson	90.5	88.8	−1.9	31.2	.0	1,114,345	44.4	24,740	35,716	683,996	39.5	15,718	21,923	.0288	.0271
TEXARKANA	122.3	126.9	3.8	47.8	5.8	1,707,623	51.1	24,999	35,724	1,209,126	47.4	18,153	25,296	.0432	.0429
Miller	39.3	40.0	1.8	14.8	3.5	553,726	49.4	23,922	37,414	278,236	40.1	13,885	18,800	.0128	.0125
Bowie, Tex.	*83.0*	*86.9*	*4.7*	*33.0*	*6.8*	*1,153,897*	*52.8*	*24,571*	*34,967*	*930,890*	*49.7*	*20,128*	*28,209*	*.0304*	*.0304*
TOTAL METRO COUNTIES	961.9	999.5	2.9	374.8	6.1	15,440,887	53.1	28,868	41,198	9,254,787	49.5	17,829	24,693	.3552	.3564
TOTAL STATE	2,426.4	2,512.8	3.3	948.8	5.3	34,291,471	53.3	25,022	36,172	19,774,817	47.3	14,155	19,888	.7974	.7919

1993 PROJECTIONS

S&MM ESTIMATES

CALIFORNIA

METRO AREA County	POPULATION 12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	EFFECTIVE BUYING INCOME 1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	RETAIL SALES 1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BUYING POWER INDEX 1988	BUYING POWER INDEX 1993
ANAHEIM–SANTA ANA	**2,273.7**	**2,477.1**	**8.9**	**883.2**	**9.3**	**57,439,097**	**51.0**	**47,061**	**65,035**	**27,704,551**	**55.1**	**22,100**	**31,368**	**1.1313**	**1.1473**
Orange	2,273.7	2,477.1	8.9	883.2	9.3	57,439,097	51.0	47,061	65,035	27,704,551	55.1	22,100	31,368	1.1313	1.1473
BAKERSFIELD	**519.4**	**585.4**	**12.7**	**209.1**	**14.0**	**10,062,948**	**57.6**	**34,825**	**48,125**	**4,583,500**	**50.2**	**16,642**	**21,920**	**.2020**	**.2094**
Kern	519.4	585.4	12.7	209.1	14.0	10,062,948	57.6	34,825	48,125	4,583,500	50.2	16,642	21,920	.2020	.2094
CHICO	**176.0**	**194.0**	**10.2**	**78.8**	**11.3**	**2,922,380**	**53.8**	**26,841**	**37,086**	**1,693,109**	**57.0**	**15,234**	**21,486**	**.0650**	**.0671**
Butte	176.0	194.0	10.2	78.8	11.3	2,922,380	53.8	26,841	37,086	1,693,109	57.0	15,234	21,486	.0650	.0671
FRESNO	**613.7**	**669.2**	**9.0**	**243.4**	**10.8**	**11,830,904**	**53.2**	**35,174**	**48,607**	**5,131,924**	**45.6**	**16,048**	**21,084**	**.2400**	**.2416**
Fresno	613.7	669.2	9.0	243.4	10.8	11,830,904	53.2	35,174	48,607	5,131,924	45.6	16,048	21,084	.2400	.2416
LOS ANGELES–LONG BEACH	**8,704.7**	**9,441.1**	**8.5**	**3,427.6**	**8.4**	**194,027,603**	**49.8**	**40,961**	**56,607**	**89,723,055**	**51.3**	**18,751**	**26,177**	**3.9019**	**3.9113**
Los Angeles	8,704.7	9,441.1	8.5	3,427.6	8.4	194,027,603	49.8	40,961	56,607	89,723,055	51.3	18,751	26,177	3.9019	3.9113
LOS ANGELES–ANAHEIM–RIVERSIDE CONSOLIDATED AREA	***13,911.2***	***15,300.7***	***10.0***	***5,514.9***	***10.3***	***315,020,354***	***52.2***	***41,400***	***57,122***	***143,820,238***	***53.3***	***18,766***	***26,078***	***6.2187***	***6.3255***
MERCED	**175.0**	**198.2**	**13.3**	**63.8**	**12.1**	**2,603,292**	**54.9**	**29,534**	**40,804**	**1,403,079**	**59.1**	**15,496**	**21,992**	**.0577**	**.0604**
Merced	175.0	198.2	13.3	63.8	12.1	2,603,292	54.9	29,534	40,804	1,403,079	59.1	15,496	21,992	.0577	.0604
MODESTO	**342.1**	**385.7**	**12.7**	**135.2**	**12.4**	**6,131,420**	**55.3**	**32,820**	**45,351**	**3,155,041**	**56.1**	**16,797**	**23,336**	**.1290**	**.1342**
Stanislaus	342.1	385.7	12.7	135.2	12.4	6,131,420	55.3	32,820	45,351	3,155,041	56.1	16,797	23,336	.1290	.1342
OAKLAND	**2,009.1**	**2,145.9**	**6.8**	**842.8**	**8.3**	**51,562,558**	**49.9**	**44,219**	**61,180**	**22,601,213**	**53.8**	**18,892**	**26,817**	**.9928**	**.9963**
Alameda	1,243.7	1,318.7	6.0	525.3	7.5	28,994,859	48.5	39,946	55,197	13,977,198	52.5	18,747	26,608	.5869	.5843
Contra Costa	765.4	827.2	8.1	317.5	9.7	22,567,699	51.7	51,437	71,079	8,624,015	55.8	19,137	27,162	.4059	.4120
OXNARD–VENTURA	**645.1**	**710.3**	**10.1**	**236.7**	**11.0**	**15,220,890**	**53.4**	**46,533**	**64,305**	**5,943,837**	**53.8**	**18,117**	**25,111**	**.2848**	**.2911**
Ventura	645.1	710.3	10.1	236.7	11.0	15,220,890	53.4	46,533	64,305	5,943,837	53.8	18,117	25,111	.2848	.2911
REDDING	**140.4**	**153.8**	**9.5**	**57.8**	**9.7**	**2,306,903**	**51.5**	**28,893**	**39,912**	**1,401,990**	**54.7**	**17,200**	**24,256**	**.0527**	**.0538**
Shasta	140.4	153.8	9.5	57.8	9.7	2,306,903	51.5	28,893	39,912	1,401,990	54.7	17,200	24,256	.0527	.0538
RIVERSIDE–SAN BERNARDINO	**2,287.7**	**2,672.2**	**16.8**	**967.4**	**18.5**	**48,332,764**	**63.8**	**36,156**	**49,962**	**20,448,795**	**59.7**	**15,693**	**21,138**	**.9007**	**.9758**
Riverside	990.0	1,158.3	17.0	425.7	18.8	21,087,052	64.2	35,847	49,535	9,323,355	59.8	16,284	21,901	.3964	.4300
San Bernardino	1,297.7	1,513.9	16.7	541.7	18.3	27,245,712	63.5	36,398	50,297	11,125,440	59.6	15,231	20,538	.5043	.5458
SACRAMENTO	**1,398.2**	**1,568.2**	**12.2**	**618.6**	**13.8**	**31,985,337**	**57.4**	**37,407**	**51,706**	**15,104,910**	**58.6**	**17,529**	**24,418**	**.6190**	**.6497**
El Dorado	121.9	141.7	16.2	52.6	15.4	2,580,592	59.4	35,508	49,061	893,660	49.2	13,136	16,990	.0473	.0497
Placer	157.2	181.7	15.6	68.7	17.0	3,756,419	61.7	39,578	54,679	1,976,192	66.1	20,269	28,766	.0724	.0785
Sacramento	986.0	1,100.6	11.6	442.5	13.7	23,029,469	57.1	37,663	52,044	11,227,681	59.2	18,115	25,373	.4480	.4698
Yolo	133.1	144.2	8.3	54.8	10.0	2,618,857	52.0	34,568	47,789	1,007,377	47.3	13,736	18,383	.0513	.0517
SALINAS–SEASIDE–MONTEREY	**352.0**	**383.8**	**9.0**	**126.1**	**9.4**	**6,726,143**	**51.1**	**38,604**	**53,340**	**3,055,437**	**48.2**	**17,881**	**24,230**	**.1388**	**.1394**
Monterey	352.0	383.8	9.0	126.1	9.4	6,726,143	51.1	38,604	53,340	3,055,437	48.2	17,881	24,230	.1388	.1394
SAN DIEGO	**2,382.0**	**2,690.1**	**12.9**	**988.8**	**14.0**	**56,939,063**	**57.5**	**41,672**	**57,584**	**26,106,721**	**61.8**	**18,602**	**26,402**	**1.0776**	**1.1389**
San Diego	2,382.0	2,690.1	12.9	988.8	14.0	56,939,063	57.5	41,672	57,584	26,106,721	61.8	18,602	26,402	1.0776	1.1389
SAN FRANCISCO	**1,605.5**	**1,673.3**	**4.2**	**711.3**	**5.3**	**45,387,036**	**45.4**	**46,218**	**63,809**	**23,633,661**	**49.5**	**23,411**	**33,226**	**.9286**	**.9058**
Marin	228.9	232.4	1.5	99.8	3.9	7,670,436	43.5	55,623	76,858	3,329,508	47.4	23,506	33,362	.1471	.1411
San Francisco	748.6	790.5	5.6	353.8	6.1	20,201,778	46.6	41,321	57,099	11,627,307	50.6	23,154	32,864	.4267	.4202
San Mateo	628.0	650.4	3.6	257.7	4.8	17,514,822	44.9	49,185	67,966	8,676,846	48.8	23,722	33,670	.3548	.3445
SAN FRANCISCO–OAKLAND–SAN JOSE CONSOLIDATED AREA	***6,073.9***	***6,470.3***	***6.5***	***2,521.1***	***7.5***	***158,401,937***	***48.3***	***45,544***	***62,830***	***72,813,733***	***51.6***	***20,485***	***28,882***	***3.1130***	***3.0922***
SAN JOSE	**1,437.4**	**1,518.0**	**5.6**	**538.1**	**5.7**	**38,261,385**	**46.1**	**51,455**	**71,105**	**17,087,965**	**50.1**	**22,374**	**31,756**	**.7518**	**.7374**
Santa Clara	1,437.4	1,518.0	5.6	538.1	5.7	38,261,385	46.1	51,455	71,105	17,087,965	50.1	22,374	31,756	.7518	.7374
SANTA BARBARA–SANTA MARIA–LOMPOC	**347.0**	**374.4**	**7.9**	**143.7**	**9.8**	**7,994,064**	**51.7**	**40,259**	**55,630**	**4,827,830**	**55.8**	**23,671**	**33,597**	**.1707**	**.1738**
Santa Barbara	347.0	374.4	7.9	143.7	9.8	7,994,064	51.7	40,259	55,630	4,827,830	55.8	23,671	33,597	.1707	.1738
SANTA CRUZ	**234.4**	**261.2**	**11.4**	**96.6**	**10.4**	**5,360,939**	**52.5**	**40,164**	**55,496**	**2,076,815**	**48.9**	**15,937**	**21,499**	**.1019**	**.1032**
Santa Cruz	234.4	261.2	11.4	96.6	10.4	5,360,939	52.5	40,164	55,496	2.076,815	48.9	15,937	21,499	.1019	.1032
SANTA ROSA–PETALUMA	**368.2**	**407.5**	**10.7**	**164.4**	**12.6**	**9,071,311**	**55.6**	**39,929**	**55,178**	**3,651,653**	**53.4**	**16,310**	**22,212**	**.1685**	**.1737**
Sonoma	368.2	407.5	10.7	164.4	12.6	9,071,311	55.6	39,929	55,178	3,651,653	53.4	16,310	22,212	.1685	.1737
STOCKTON	**467.2**	**540.6**	**15.7**	**182.9**	**14.3**	**8,478,533**	**58.0**	**33,548**	**46,356**	**4,009,021**	**58.0**	**15,861**	**21,919**	**.1718**	**.1819**
San Joaquin	467.2	540.6	15.7	182.9	14.3	8,478,533	58.0	33,548	46,356	4,009,021	58.0	15,861	21,919	.1718	.1819
VALLEJO–FAIRFIELD–NAPA	**419.3**	**464.4**	**10.8**	**167.9**	**12.8**	**8,758,708**	**55.0**	**37,885**	**52,166**	**3,762,425**	**59.0**	**15,860**	**22,409**	**.1694**	**.1758**
Napa	106.5	111.3	4.5	43.5	6.1	2,640,908	46.6	43,944	60,711	858,830	46.3	14,318	19,743	.0487	.0474
Solano	312.8	353.1	12.9	124.4	15.0	6,117,800	58.9	35,589	49,178	2,903,595	63.2	16,445	23,341	.1207	.1284
VISALIA–TULARE–PORTERVILLE	**301.5**	**333.2**	**10.5**	**108.2**	**10.0**	**4,072,264**	**51.9**	**27,239**	**37,636**	**2,728,927**	**56.1**	**17,770**	**25,221**	**.1001**	**.1028**
Tulare	301.5	333.2	10.5	108.2	10.0	4,072,264	51.9	27,239	37,636	2,728,927	56.1	17,770	25,221	.1001	.1028
YUBA CITY	**119.9**	**129.9**	**8.3**	**48.1**	**9.6**	**1,935,282**	**51.4**	**29,120**	**40,226**	**995,648**	**53.3**	**14,796**	**20,700**	**.0425**	**.0430**
Sutter	62.6	68.3	9.1	25.2	10.0	1,083,732	52.0	31,133	43,005	581,308	56.2	16,255	23,068	.0235	.0240
Yuba	57.3	61.6	7.5	22.9	9.0	851,550	50.6	26,926	37,186	414,340	49.4	13,205	18,093	.0190	.0190
TOTAL METRO COUNTIES	**27,319.5**	**29,977.5**	**9.7**	**11,040.5**	**10.3**	**627,410,824**	**52.1**	**41,216**	**56,828**	**290,831,107**	**53.8**	**18,854**	**26,342**	**12.2986**	**12.6137**
TOTAL STATE	**28,549.3**	**31,331.5**	**9.7**	**11,543.3**	**10.4**	**648,531,602**	**52.2**	**40,748**	**56,183**	**301,002,842**	**53.8**	**18,717**	**26,076**	**12.8435**	**13.0695**

COLORADO

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BUYING POWER INDEX 1988	BUYING POWER INDEX 1993
BOULDER–LONGMONT	**221.4**	**239.3**	**8.1**	**95.7**	**10.8**	**4,356,533**	**60.0**	**31,506**	**45,523**	**2,731,115**	**57.9**	**20,014**	**28,538**	**.0940**	**.0988**
Boulder	221.4	239.3	8.1	95.7	10.8	4,356,533	60.0	31,506	45,523	2,731,115	57.9	20,014	28,538	.0940	.0988
COLORADO SPRINGS	**400.0**	**451.9**	**13.0**	**174.8**	**16.6**	**7,478,984**	**68.5**	**29,615**	**42,786**	**4,047,057**	**57.3**	**17,168**	**23,153**	**.1520**	**.1646**
El Paso	400.0	451.9	13.0	174.8	16.6	7,478,984	68.5	29,615	42,786	4,047,057	57.3	17,168	23,153	.1520	.1646

COLO. (cont.)

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hslds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
DENVER	1,684.5	1,823.4	8.2	740.5	10.2	36,533,977	60.5	33,898	49,237	17,066,768	46.6	17,324	23,048	.7286	.7419
Adams	285.5	305.8	7.1	115.6	10.0	5,110,775	58.9	30,601	44,211	2,737,276	47.9	17,614	23,679	.1094	.1119
Arapahoe	402.8	467.0	15.9	185.7	18.7	10,295,342	71.4	38,370	55,441	5,496,186	58.3	22,179	29,597	.1941	.2138
Denver	504.7	508.2	.7	236.6	2.8	9,653,266	48.6	28,241	40,800	4,405,624	33.1	14,388	18,621	.2074	.1968
Douglas	46.5	55.6	19.6	17.4	20.8	1,113,623	74.6	44,294	64,001	304,869	75.3	12,078	17,521	.0173	.0200
Jefferson	445.0	486.8	9.4	185.2	11.9	10,360,971	61.7	38,725	55,945	4,122,813	45.4	17,130	22,261	.1924	.1994
DENVER-BOULDER CONSOLIDATED AREA	*1,905.9*	*2,062.7*	*8.2*	*836.2*	*10.3*	*40,890,510*	*60.4*	*33,625*	*48,900*	*19,797,883*	*48.1*	*17,640*	*23,676*	*.8146*	*.8407*
FORT COLLINS-LOVELAND	187.6	208.9	11.4	82.1	14.7	3,266,050	65.7	27,535	39,781	1,927,776	61.0	16,720	23,481	.0691	.0747
Larimer	187.6	208.9	11.4	82.1	14.7	3,266,050	65.7	27,535	39,781	1,927,776	61.0	16,720	23,481	.0691	.0747
GREELEY	138.8	146.4	5.5	55.3	8.2	2,005,807	56.3	25,106	36,271	869,330	44.9	11,739	15,720	.0431	.0435
Weld	138.8	146.4	5.5	55.3	8.2	2,005,807	56.3	25,106	36,271	869,330	44.9	11,739	15,720	.0431	.0435
PUEBLO	128.7	129.1	.3	51.3	3.0	1,728,253	48.8	23,317	33,689	1,000,552	39.9	14,358	19,504	.0423	.0407
Pueblo	128.7	129.1	.3	51.3	3.0	1,728,253	48.8	23,317	33,689	1,000,552	39.9	14,358	19,504	.0423	.0407
TOTAL METRO COUNTIES	2,761.0	2,999.0	8.6	1,199.7	11.0	55,369,604	61.2	31,787	46,153	27,642,598	49.8	17,083	23,041	1.1211	1.1642
TOTAL STATE	3,369.9	3,628.5	7.7	1,443.7	10.1	64,276,406	60.1	30,624	44,522	32,339,943	48.5	16,610	22,401	1.3262	1.3661

CONNECTICUT

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
BRIDGEPORT-STAMFORD-NORWALK-DANBURY	830.9	843.2	1.5	311.6	3.9	24,515,224	45.7	56,076	78,675	12,349,490	48.5	27,718	39,633	.4938	.4795
Fairfield	830.9	843.2	1.5	311.6	3.9	24,515,224	45.7	56,076	78,675	12,349,490	48.5	27,718	39,633	.4938	.4795
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL	1,117.4	1,153.1	3.2	441.3	5.9	26,611,193	48.5	42,970	60,302	14,122,902	51.2	22,410	32,003	.5538	.5478
Hartford	847.0	868.2	2.5	337.2	5.1	20,158,621	47.5	42,608	59,782	11,401,735	50.3	23,647	33,813	.4304	.4230
Middlesex	142.4	150.2	5.5	58.3	8.4	3,533,432	52.0	43,196	60,608	1,694,485	54.9	20,327	29,065	.0696	.0704
Tolland	128.0	134.7	5.2	45.8	8.3	2,919,140	51.9	45,427	63,737	1,026,682	54.8	15,678	22,417	.0538	.0544
NEW HAVEN-WATERBURY-MERIDEN	793.6	810.3	2.1	309.7	4.7	18,108,236	46.9	41,677	58,470	9,221,740	49.7	20,825	29,776	.3779	.3698
New Haven	793.6	810.3	2.1	309.7	4.7	18,108,236	46.9	41,677	58,470	9,221,740	49.7	20,825	29,776	.3779	.3698
NEW LONDON-NORWICH	253.8	258.4	1.8	95.2	4.5	5,253,758	46.6	39,331	55,187	2,952,206	49.4	21,687	31,011	.1152	.1125
New London	253.8	258.4	1.8	95.2	4.5	5,253,758	46.6	39,331	55,187	2,952,206	49.4	21,687	31,011	.1152	.1125
TOTAL METRO COUNTIES	2,995.7	3,065.0	2.3	1,157.8	4.9	74,488,411	47.1	45,885	64,336	38,646,338	49.8	23,368	33,379	1.5407	1.5096
TOTAL STATE	3,266.6	3,347.8	2.5	1,264.9	5.1	80,679,017	47.3	45,497	63,783	41,201,609	50.0	22,814	32,573	1.6604	1.6292

DELAWARE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
WILMINGTON	564.7	586.7	3.9	217.4	6.6	11,776,900	50.2	38,447	54,172	6,228,872	51.1	20,212	28,682	.2489	.2481
New Castle	426.9	442.0	3.5	164.6	6.2	8,922,872	50.7	38,212	54,209	5,342,328	52.7	22,577	32,456	.1952	.1953
Cecil, Md.	*71.0*	*77.3*	*8.9*	*27.4*	*11.8*	*1,267,036*	*53.1*	*33,789*	*46,242*	*510,088*	*43.8*	*14,480*	*18,616*	*.0258*	*.0259*
Salem, N. J.	*66.8*	*67.4*	*.9*	*25.4*	*4.1*	*1,586,992*	*45.8*	*44,614*	*62,480*	*376,456*	*40.9*	*10,947*	*14,821*	*.0279*	*.0269*
TOTAL METRO COUNTIES	426.9	442.0	3.5	164.6	6.2	8,922,872	50.7	38,212	54,209	5,342,328	52.7	22,577	32,456	.1952	.1953
TOTAL STATE	654.2	685.8	4.8	254.2	7.4	12,718,535	52.0	35,240	50,034	7,772,463	53.1	21,446	30,576	.2823	.2846

DISTRICT OF COLUMBIA

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
WASHINGTON	3,729.8	4,008.5	7.5	1,537.3	9.7	103,273,507	53.4	48,038	67,178	49,261,513	56.5	22,454	32,044	1.9736	2.0220
District of Columbia	623.8	613.2	−1.7	254.6	−.2	13,014,099	41.8	35,960	51,116	5,106,026	39.5	14,342	20,055	.2670	.2498
Calvert, Md.	*50.6*	*59.1*	*16.8*	*20.0*	*19.8*	*1,024,952*	*63.9*	*37,445*	*51,248*	*188,869*	*50.5*	*7,516*	*9,443*	*.0145*	*.0180*
Charles, Md.	*97.5*	*112.8*	*15.7*	*36.1*	*18.8*	*1,933,345*	*62.5*	*39,133*	*53,535*	*546,381*	*51.4*	*11,854*	*15,135*	*.0339*	*.0362*
Frederick, Md.	*144.0*	*161.2*	*11.9*	*56.2*	*14.5*	*2,957,189*	*56.6*	*38,448*	*52,619*	*1,380,866*	*56.6*	*17,958*	*24,571*	*.0585*	*.0610*
Montgomery, Md.	*712.5*	*794.8*	*11.6*	*309.2*	*14.3*	*23,634,842*	*56.4*	*55,858*	*76,439*	*11,115,552*	*61.5*	*25,447*	*35,949*	*.4301*	*.4513*
Prince George's, Md.	*700.6*	*716.8*	*2.3*	*262.2*	*4.8*	*16,051,266*	*43.5*	*44,733*	*61,218*	*8,674,610*	*48.1*	*23,418*	*33,084*	*.3464*	*.3338*
Alexandria city, Va.	*112.3*	*117.4*	*4.5*	*60.3*	*7.5*	*4,137,415*	*50.7*	*48,944*	*68,614*	*2,042,175*	*53.6*	*23,695*	*33,867*	*.0781*	*.0786*
Arlington, Va.	*160.6*	*163.3*	*1.7*	*80.5*	*4.5*	*5,571,653*	*46.6*	*49,307*	*69,213*	*2,308,472*	*49.4*	*20,063*	*28,677*	*.1039*	*.1008*
Fairfax, Va.	*747.1*	*834.3*	*11.7*	*312.6*	*14.9*	*25,549,541*	*61.1*	*58,295*	*81,732*	*11,491,216*	*64.3*	*25,718*	*36,760*	*.4472*	*.4795*
Fairfax city, Va.	*20.0*	*20.0*	*.0*	*7.4*	*1.4*	*619,975*	*42.1*	*59,750*	*83,780*	*1,656,443*	*60.5*	*141,388*	*223,844*	*.0276*	*.0284*
Falls Church city, Va.	*9.7*	*9.9*	*2.1*	*4.8*	*4.3*	*375,708*	*46.3*	*55,840*	*78,273*	*584,713*	*63.2*	*76,930*	*121,818*	*.0115*	*.0120*
Loudoun, Va.	*75.6*	*87.6*	*15.9*	*30.3*	*18.4*	*1,908,653*	*65.9*	*44,935*	*62,992*	*805,555*	*69.2*	*18,601*	*26,586*	*.0336*	*.0371*
Manassas city, Va.	*20.8*	*24.1*	*15.9*	*8.5*	*19.7*	*498,904*	*67.8*	*41,870*	*58,695*	*629,379*	*73.7*	*51,025*	*74,045*	*.0131*	*.0148*
Manassas Park city, Va.	*7.4*	*7.9*	*6.8*	*2.4*	*4.3*	*119,072*	*46.2*	*35,421*	*49,613*	*31,134*	*49.1*	*9,080*	*12,973*	*.0023*	*.0024*
Prince William, Va.	*190.8*	*220.5*	*15.6*	*71.7*	*19.1*	*4,679,049*	*67.0*	*46,546*	*65,259*	*2,277,970*	*70.2*	*22,228*	*31,771*	*.0856*	*.0932*
Stafford, Va.	*56.5*	*65.6*	*16.1*	*20.5*	*17.8*	*1,197,844*	*65.2*	*41,676*	*58,431*	*422,152*	*68.4*	*14,407*	*20,590*	*.0309*	*.0331*
TOTAL METRO COUNTIES	623.8	613.2	−1.7	254.6	−.2	13,014,099	41.8	35,960	51,116	5,106,026	39.5	14,342	20,055	.2670	.2498
TOTAL STATE	623.8	613.2	−1.7	254.6	−.2	13,014,099	41.8	35,960	51,116	5,106,026	39.5	14,342	20,055	.2670	.2498

FLORIDA

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
BRADENTON	187.5	210.4	12.2	93.2	14.6	3,855,861	61.4	29,387	41,372	2,530,785	64.2	18,959	27,154	.0823	.0884
Manatee	187.5	210.4	12.2	93.2	14.6	3,855,861	61.4	29,387	41,372	2,530,785	64.2	18,959	27,154	.0823	.0884

FLA. (cont.)

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
DAYTONA BEACH	345.9	395.3	14.3	173.1	17.3	6,878,172	65.1	28,222	39,735	3,943,110	60.7	16,620	22,779	.1408	.1525
Volusia	345.9	395.3	14.3	173.1	17.3	6,878,172	65.1	28,222	39,735	3,943,110	60.7	16,620	22,779	.1408	.1525
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH	1,214.3	1,330.6	9.6	590.1	12.1	29,556,880	57.8	35,575	50,088	17,958,525	60.5	21,248	30,433	.6085	.6397
Broward	1,214.3	1,330.6	9.6	590.1	12.1	29,556,880	57.8	35,575	50,088	17,958,525	60.5	21,248	30,433	.6085	.6397
FORT MYERS-CAPE CORAL	307.3	358.8	16.8	157.3	19.5	6,998,983	68.3	31,601	44,494	3,695,921	58.6	17,706	23,496	.1354	.1481
Lee	307.3	358.8	16.8	157.3	19.5	6,998,983	68.3	31,601	44,494	3,695,921	58.6	17,706	23,496	.1354	.1481
FORT PIERCE	227.5	265.5	16.7	111.2	19.4	4,423,776	68.1	28,259	39,782	2,768,618	65.7	17,943	24,898	.0921	.1018
Martin	93.7	109.0	16.3	47.2	19.2	1,991,622	67.8	29,971	42,195	1,062,378	57.8	17,001	22,508	.0394	.0427
St. Lucie	133.8	156.5	17.0	64.0	19.6	2,432,154	68.4	26,991	38,002	1,706,240	71.1	18,640	26,660	.0527	.0591
FORT WALTON BEACH	154.1	178.8	16.0	67.2	19.4	2,889,368	68.0	30,539	42,997	1,931,936	71.0	20,072	28,749	.0612	.0684
Okaloosa	154.1	178.8	16.0	67.2	19.4	2,889,368	68.0	30,539	42,997	1,931,936	71.0	20,072	28,749	.0612	.0684
GAINESVILLE	208.8	228.9	9.6	89.4	12.7	3,462,591	58.7	27,513	38,731	2,272,461	57.6	18,181	25,419	.0788	.0826
Alachua	184.6	202.7	9.8	80.6	12.7	3,175,474	58.7	27,986	39,398	2,088,072	57.3	18,568	25,907	.0719	.0753
Bradford	24.2	26.2	8.3	8.8	12.8	287,117	58.8	23,180	32,627	184,389	61.6	14,631	20,953	.0069	.0073
JACKSONVILLE	918.0	1,021.3	11.3	397.1	13.8	17,770,422	60.3	31,780	44,750	9,223,654	54.4	17,150	23,253	.3644	.3826
Clay	102.0	119.7	17.4	41.4	19.7	2,019,171	68.5	34,642	48,772	773,509	55.4	14,387	18,684	.0369	.0404
Duval	688.3	752.0	9.3	298.0	12.0	13,318,844	57.7	31,743	44,694	7,398,132	53.5	18,113	24,826	.2816	.2916
Nassau	46.0	53.5	16.3	19.1	18.6	703,892	67.0	26,180	36,853	394,790	69.9	14,433	20,670	.0146	.0165
St. Johns	81.7	96.1	17.6	38.6	20.6	1,728,515	69.8	31,808	44,780	667,223	54.5	13,500	17,286	.0311	.0341
LAKELAND-WINTER HAVEN	401.6	445.7	11.0	172.0	13.8	6,666,120	60.3	27,528	38,757	3,742,210	53.0	16,190	21,757	.1451	.1517
Polk	401.6	445.7	11.0	172.0	13.8	6,666,120	60.3	27,528	38,757	3,742,210	53.0	16,190	21,757	.1451	.1517
MELBOURNE-TITUSVILLE-PALM BAY	389.1	452.4	16.3	187.3	19.0	7,665,216	67.5	29,066	40,925	4,004,913	56.9	16,213	21,382	.1529	.1662
Brevard	389.1	452.4	16.3	187.3	19.0	7,665,216	67.5	29,066	40,925	4,004,913	56.9	16,213	21,382	.1529	.1662
MIAMI-HIALEAH	1,850.4	1,987.0	7.4	773.6	8.9	35,026,005	53.3	32,157	45,277	25,224,419	56.0	22,765	32,607	.8181	.8377
Dade	1,850.4	1,987.0	7.4	773.6	8.9	35,026,005	53.3	32,157	45,277	25,224,419	56.0	22,765	32,607	.8181	.8377
MIAMI-FORT LAUDERDALE CONSOLIDATED AREA	*3,064.7*	*3,317.6*	*8.3*	*1,363.7*	*10.3*	*64,582,885*	*55.4*	*33,612*	*47,359*	*43,182,944*	*57.8*	*22,119*	*31,666*	*1.4266*	*1.4774*
NAPLES	133.1	155.9	17.1	67.4	19.7	2,953,059	68.6	31,119	43,814	2,258,709	71.5	23,398	33,512	.0635	.0713
Collier	133.1	155.9	17.1	67.4	19.7	2,953,059	68.6	31,119	43,814	2,258,709	71.5	23,398	33,512	.0635	.0713

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S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
OCALA	189.7	222.2	17.1	89.9	19.9	3,006,388	68.8	23,752	33,441	2,361,313	67.5	18,794	26,266	.0701	.0785
Marion	189.7	222.2	17.1	89.9	19.9	3,006,388	68.8	23,752	33,441	2,361,313	67.5	18,794	26,266	.0701	.0785
ORLANDO	989.7	1,151.3	16.3	451.6	19.1	20,851,622	67.6	32,809	46,173	13,717,100	68.7	21,448	30,374	.4316	.4805
Orange	627.2	725.0	15.6	287.9	18.4	13,432,579	67.0	33,136	46,657	9,389,806	69.9	22,770	32,615	.2829	.3149
Osceola	95.3	114.0	19.6	45.3	21.4	1,539,968	71.0	24,148	33,995	1,383,510	73.9	21,324	30,541	.0370	.0422
Seminole	267.2	312.3	16.9	118.4	19.5	5,879,075	58.2	35,268	49,654	2,943,784	62.7	18,255	24,863	.1117	.1234
PANAMA CITY	132.6	153.3	15.6	60.2	18.5	1,986,061	66.8	23,436	32,991	1,481,666	57.5	18,515	24,612	.0473	.0514
Bay	132.6	153.3	15.6	60.2	18.5	1,986,061	66.8	23,436	32,991	1,481,666	57.5	18,515	24,612	.0473	.0514
PENSACOLA	355.1	391.1	10.1	147.7	12.7	6,244,290	58.7	30,030	42,277	3,251,148	53.4	16,177	22,012	.1316	.1370
Escambia	284.4	311.9	9.7	118.7	12.3	5,030,361	58.1	30,100	42,379	2,759,885	51.6	17,218	23,251	.1081	.1118
Santa Rosa	70.7	79.2	12.0	29.0	14.6	1,213,929	61.3	29,738	41,860	491,263	64.2	11,229	16,940	.0235	.0252
SARASOTA	261.4	294.7	12.7	136.3	14.8	5,785,055	61.7	30,147	42,444	3,977,884	64.5	20,377	29,185	.1238	.1334
Sarasota	261.4	294.7	12.7	136.3	14.8	5,785,055	61.7	30,147	42,444	3,977,884	64.5	20,377	29,185	.1238	.1334
TALLAHASSEE	230.1	252.0	9.5	97.1	12.5	4,064,121	58.8	29,654	41,855	2,418,037	60.5	17,460	24,903	.0879	.0927
Godsden	47.1	49.8	5.7	16.2	8.0	476,169	52.0	20,880	29,393	176,776	38.5	8,511	10,912	.0113	.0112
Leon	183.0	202.2	10.5	80.9	13.5	3,587,952	59.8	31,500	44,350	2,241,261	62.5	19,343	27,704	.0766	.0815
TAMPA–ST. PETERSBURG–CLEARWATER	2,033.1	2,270.0	11.7	985.5	14.0	41,024,123	60.3	29,615	41,628	23,935,455	61.9	17,105	24,288	.8523	.9084
Hernando	90.0	107.4	19.3	46.0	22.0	1,586,726	71.8	24,499	34,494	557,054	55.7	9,491	12,110	.0288	.0321
Hillsborough	830.3	937.4	12.9	375.7	15.6	16,295,409	62.8	30,807	43,373	10,336,463	64.2	19,375	27,513	.3457	.3737
Pasco	266.1	307.6	15.6	138.5	18.4	4,805,925	66.7	24,645	34,700	2,536,190	69.5	12,785	18,312	.0958	.1063
Pinellas	846.7	917.6	8.4	425.3	10.6	18,336,063	55.7	30,622	43,113	10,505,748	58.4	17,247	24,702	.3820	.3963
WEST PALM BEACH–BOCA RATON–DELRAY BEACH	835.8	972.7	16.4	430.4	19.2	22,947,627	67.8	37,870	53,317	12,599,356	70.7	20,439	29,274	.4259	.4758
Palm Beach	835.8	972.7	16.4	430.4	19.2	22,947,627	67.8	37,870	53,317	12,599,356	70.7	20,439	29,274	.4259	.4758
TOTAL METRO COUNTIES	11,365.1	12,737.9	12.1	5,277.6	14.6	234,055,740	61.3	31,512	44,349	143,307,220	61.2	19,304	27,154	4.9136	5.2487
TOTAL STATE	12,506.5	14,020.2	12.1	5,799.5	14.6	252,734,523	61.3	30,963	43,579	152,893,194	60.9	18,776	26,363	5.2053	5.6658

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1993 PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshld. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
GEORGIA															
ALBANY	119.2	121.5	1.9	42.3	4.4	1,676,827	46.2	28,329	39,641	1,217,430	45.9	20,404	28,781	.0436	.0422
Dougherty	103.0	102.8	-.2	36.0	2.3	1,386,860	42.6	27,625	38,524	1,201,174	45.8	23,404	33,366	.0393	.0374
Lee	16.2	18.7	15.4	6.3	18.9	289,967	65.8	33,004	46,027	16,256	52.8	2,008	2,580	.0043	.0048
ATHENS	149.0	159.9	7.3	60.6	10.2	2,275,623	53.6	26,930	37,552	1,511,497	58.4	17,383	24,942	.0537	.0551
Clarke	81.9	86.3	5.4	33.8	8.3	1,303,563	51.1	27,656	38,567	1,215,698	58.3	24,614	35,967	.0348	.0355
Jackson	29.7	32.4	9.1	11.8	11.3	429,956	55.2	26,128	36,437	205,479	58.7	12,214	17,413	.0092	.0096
Madison	21.3	23.2	8.9	8.4	12.0	264,597	56.2	22,590	31,500	28,593	46.2	2,608	3,404	.0049	.0050
Oconee	16.1	18.0	11.8	6.6	15.8	277,507	61.4	30,199	42,047	61,727	65.1	6,561	9,353	.0048	.0050
ATLANTA	2,766.4	3,086.5	11.6	1,180.9	14.3	60,482,863	59.7	36,639	51,218	35,320,873	58.7	21,532	29,910	1.2487	1.3199
Barrow	27.6	31.9	15.6	11.6	18.4	402,564	65.1	24,886	34,704	251,379	65.5	15,502	21,671	.0091	.0098
Butts	16.4	17.4	6.1	5.4	10.2	232,827	53.6	30,929	43,116	47,839	39.9	6,981	8,859	.0044	.0044
Cherokee	83.5	98.7	18.2	34.4	21.1	1,506,192	68.9	31,396	43,785	419,600	65.3	8,938	12,198	.0260	.0289
Clayton	180.4	197.2	9.3	72.5	12.2	3,459,066	56.5	34,211	47,711	2,812,750	60.4	27,145	38,797	.0826	.0867
Cobb	427.0	498.6	16.8	197.1	19.7	12,397,205	67.0	45,104	62,898	6,007,859	67.2	21,831	30,481	.2213	.2452
Coweta	50.1	56.8	13.4	20.8	16.9	886,517	63.0	30,561	42,621	361,631	56.2	13,010	17,386	.0172	.0183
De Kalb	548.1	585.1	6.8	230.2	9.5	12,078,162	52.7	37,620	52,468	9,061,157	56.1	27,609	39,362	.2795	.2856
Douglas	76.2	88.5	16.1	29.7	19.3	1,357,223	66.3	32,769	45,698	645,572	70.0	15,318	21,837	.0264	.0295
Fayette	56.9	68.1	19.7	23.6	22.3	1,341,394	70.5	40,755	56,839	283,544	63.9	8,966	12,015	.0205	.0232
Forsyth	42.0	49.1	16.9	18.1	19.9	779,309	67.2	30,875	43,056	210,106	55.9	8,923	11,608	.0136	.0148
Fulton	648.6	681.9	5.1	282.3	7.9	13,546,186	50.4	34,412	47,985	10,632,939	53.8	26,421	37,665	.3260	.3281
Gwinnett	329.3	395.9	20.2	144.0	23.3	7,78[illegible],075	71.9	38,746	54,035	2,616,012	63.2	13,727	18,167	.1297	.1462
Henry	53.5	62.5	16.8	22.0	20.2	9[illegible],253	67.7	31,592	44,057	217,407	54.6	7,685	9,882	.0162	.0178
Newton	44.2	49.9	12.9	17.4	16.8	671,651	62.9	27,676	38,601	268,859	58.5	11,381	15,452	.0133	.0144
Paulding	36.1	41.9	16.1	15.2	19.7	560,177	66.9	26,427	36,854	140,755	57.7	7,028	9,260	.0100	.0110
Rockdale	54.2	63.4	17.0	21.7	19.9	1,142,582	67.2	37,757	52,654	558,410	68.8	18,281	25,733	.0217	.0240
Spalding	55.0	58.9	7.1	21.0	9.9	834,653	53.3	28,500	39,745	584,708	56.7	19,530	27,843	.0203	.0207
Walton	37.3	40.7	9.1	13.9	12.1	536,827	56.3	27,694	38,621	197,346	59.8	9,959	14,198	.0109	.0113
AUGUSTA	405.0	435.3	7.5	159.8	10.2	6,659,797	55.5	29,543	41,676	3,526,783	53.9	15,808	22,070	.1445	.1480
Columbia	63.1	74.1	17.4	26.2	20.2	1,219,705	67.6	33,380	46,554	223,156	52.6	6,710	8,517	.0196	.0215
McDuffie	20.9	22.0	5.3	8.0	6.7	244,390	48.7	21,910	30,549	194,403	52.0	17,055	24,300	.0068	.0067
Richmond	199.2	208.4	4.6	74.6	7.5	3,070,759	49.9	29,517	41,163	2,128,168	51.8	20,203	28,528	.0751	.0750
Aiken, S. C.	*121.8*	*130.8*	*7.4*	*51.0*	*10.2*	*2,124,943*	*58.2*	*29,011*	*41,666*	*961,056*	*59.3*	*13,301*	*19,236*	*.0430*	*.0448*
COLUMBUS	256.2	265.1	3.5	95.8	6.4	3,697,371	49.0	27,577	38,595	2,116,038	48.0	15,886	22,088	.0872	.0860
Chattahoochee	21.1	21.4	1.4	3.7	2.8	350,251	43.3	67,874	94,662	4,778	30.5	1,017	1,291	.0057	.0055
Muscogee	184.6	191.7	3.8	72.2	6.8	2,742,062	49.0	27,232	37,979	1,851,115	47.7	18,545	25,639	.0679	.0668
Russell, Ala.	*50.5*	*52.0*	*3.0*	*19.9*	*5.9*	*605,058*	*52.5*	*21,101*	*30,405*	*260,145*	*51.0*	*9,166*	*13,073*	*.0136*	*.0137*
MACON-WARNER ROBINS	290.1	303.4	4.6	111.5	7.2	4,869,276	49.8	31,259	43,671	2,958,981	51.7	18,760	26,538	.1123	.1118
Bibb	157.2	160.5	2.1	60.1	4.5	2,499,356	45.8	29,818	41,587	1,870,911	49.0	21,835	31,130	.0636	.0620
Houston	90.8	97.7	7.6	35.4	10.6	1.667,397	54.3	33,775	47,102	916,963	57.7	18,169	25,903	.0357	.0367
Jones	20.5	22.6	10.2	7.9	14.5	368,774	59.6	33,478	46,680	26,225	45.3	2,615	3,320	.0058	.0060
Peach	21.6	22.6	4.6	8.1	6.6	333,749	48.6	29,550	41,204	144,882	50.8	12,641	17,887	.0072	.0071
SAVANNAH	247.7	261.2	5.5	98.4	8.4	4,156,425	51.2	30,281	42,240	2,676,352	53.0	19,260	27,199	.0968	.0974
Chatham	223.7	233.9	4.6	88.6	7.4	3,731,746	49.8	30,201	42,119	2,619,961	53.1	20,741	29,571	.0900	.0901
Effingham	24.0	27.3	13.8	9.8	18.1	424,679	64.6	31,077	43,335	56,391	49.9	4,534	5,754	.0068	.0073
TOTAL METRO COUNTIES	4,172.7	4,564.2	9.4	1,720.8	12.2	82,573,381	57.2	34,261	48,008	48,944,067	56.6	20,378	28,456	1.7663	1.8370
TOTAL STATE	6,429.0	6,936.3	7.7	2,566.6	10.4	112,250,540	55.1	31,135	43,735	65,389,952	55.0	18,150	25,477	2.4738	2.5406
HAWAII															
HONOLULU	844.3	881.8	4.4	288.7	7.8	17,500,413	52.5	42,864	60,618	8,743,454	50.6	21,673	30,286	.3617	.3630
Honolulu	844.3	881.8	4.4	288.7	7.8	17,500,413	52.5	42,864	60,618	8,743,454	50.6	21,673	30,286	.3617	.3630
TOTAL METRO COUNTIES	844.3	881.8	4.4	288.7	7.8	17,500,413	52.5	42,864	60,618	8,743,454	50.6	21,673	30,286	.3617	.3630
TOTAL STATE	1,104.5	1,175.3	6.4	387.0	9.7	22,227,049	54.7	40,728	57,434	11,838,574	52.7	21,970	30,391	.4656	.4743
IDAHO															
BOISE	205.9	222.8	8.2	86.7	11.2	3,954,524	63.6	30,989	45,612	1,961,749	54.4	16,287	22,627	.0792	.0837
Ada	205.9	222.8	8.2	86.7	11.2	3,954,524	63.6	30,989	45,612	1,961,749	54.4	16,287	22,627	.0792	.0837
TOTAL METRO COUNTIES	205.9	222.8	8.2	86.7	11.2	3,954,524	63.6	30,989	45,612	1,961,749	54.4	16,287	22,627	.0792	.0837
TOTAL STATE	1,025.9	1,060.7	3.4	381.3	5.5	15,327,901	55.5	27,261	40,199	7,459,456	48.4	14,196	19,563	.3375	.3377
ILLINOIS															
AURORA-ELGIN	359.3	382.5	6.5	140.3	9.6	7,497,401	54.9	37,804	53,438	3,142,968	49.7	16,404	22,402	.1463	.1486
Kane	318.4	339.8	6.7	124.8	9.9	6,712,969	55.3	38,057	53,790	2,986,037	49.9	17,536	23,927	.1327	.1349
Kendall	40.9	42.7	4.4	15.5	7.6	784,432	52.1	35,807	50,609	156,931	45.8	7,476	10,125	.0136	.0137
BLOOMINGTON-NORMAL	126.3	128.6	1.8	48.5	4.8	2,410,334	48.1	35,159	49,698	1,367,597	50.3	19,650	28,198	.0535	.0525
McLean	126.3	128.6	1.8	48.5	4.8	2,410,334	48.1	35,159	49,698	1,367,597	50.3	19,650	28,198	.0535	.0525
CHAMPAIGN-URBANA-RANTOUL	173.1	173.4	.2	64.8	2.9	2,880,502	45.4	31,450	44,452	1,820,412	47.6	19,577	28,093	.0689	.0666
Champaign	173.1	173.4	.2	64.8	2.9	2,880,502	45.4	31,450	44,452	1,820,412	47.6	19,577	28,093	.0689	.0666

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
CHICAGO	**6,203.1**	**6,253.6**	**.8**	**2,386.6**	**3.6**	**128,040,063**	**46.9**	**37,844**	**53,650**	**63,703,215**	**49.8**	**18,557**	**26,692**	**2.7068**	**2.6375**
Cook	5,276.0	5,257.9	–.3	2,016.0	2.4	102,930,401	44.8	36.121	51,057	50,826,110	47.0	17,568	25,211	2.2188	2.1334
Du Page	754.5	808.8	7.2	302.9	10.3	21,432,202	55.9	50,057	70,757	11,607,861	58.2	26,705	38,322	.4196	.4347
McHenry	172.6	186.9	8.3	67.7	11.5	3,677,460	57.6	38,431	54,320	1,269,244	52.1	13,750	18,748	.0674	.0694
CHICAGO–GARY–LAKE COUNTY CONSOLIDATED AREA	***8,193.8***	***8,302.9***	***1.3***	***3,112.8***	***4.1***	***167,500,664***	***48.0***	***37,867***	***53,810***	***82,659,621***	***49.5***	***18,493***	***26,555***	***3.5206***	***3.4515***
DAVENPORT–ROCK ISLAND–MOLINE	**369.4**	**360.3**	**–2.5**	**142.3**	**.4**	**6,742,217**	**43.6**	**33,110**	**47,380**	**3,495,625**	**40.3**	**17,566**	**24,565**	**.1521**	**.1429**
Henry	54.3	53.0	–2.4	20.3	.5	946,598	42.0	32,992	46,630	332,163	41.7	11,605	16,363	.0196	.0182
Rock Island	157.0	153.1	–2.5	61.2	.3	2,912,487	41.8	33,664	47,590	1,733,115	44.0	19,733	28,319	.0682	.0643
Scott, Iowa	*158.1*	*154.2*	*–2.5*	*60.8*	*.3*	*2,883,132*	*46.0*	*32,591*	*47,420*	*1,430,347*	*35.9*	*17,371*	*23,525*	*.0643*	*.0604*
DECATUR	**124.7**	**121.6**	**–2.5**	**48.4**	**.2**	**2,303,417**	**41.7**	**33,667**	**47,591**	**1,271,714**	**43.8**	**18,309**	**26,275**	**.0527**	**.0498**
Macon	124.7	121.6	–2.5	48.4	.2	2,303,417	41.7	33,667	47,591	1,271,714	43.8	18,309	26,275	.0527	.0498
JOLIET	**386.9**	**402.0**	**3.9**	**137.5**	**6.7**	**7,329,421**	**50.8**	**37,711**	**53,305**	**2,904,170**	**52.4**	**14,783**	**21,121**	**.1453**	**.1454**
Grundy	34.1	35.7	4.7	13.7	7.9	710,843	52.5	36,707	51,886	259,004	47.6	13,820	18,905	.0135	.0136
Will	352.8	366.3	3.8	123.8	6.5	6,618,578	50.6	37,820	53,462	2,645,166	52.9	14,889	21,366	.1318	.1318
KANKAKEE	**101.3**	**99.2**	**–2.1**	**36.9**	**.5**	**1,539,787**	**42.1**	**29,519**	**41,729**	**796,389**	**40.7**	**15,422**	**21,582**	**.0362**	**.0340**
Kankakee	101.3	99.2	–2.1	36.9	.5	1,539,787	42.1	29,519	41,729	796,389	40.7	15,422	21,582	.0362	.0340
LAKE COUNTY	**498.3**	**528.9**	**6.1**	**182.8**	**9.5**	**12,366,384**	**54.7**	**47,856**	**67,650**	**5,907,635**	**57.1**	**22,519**	**32,317**	**.2394**	**.2460**
Lake	498.3	528.9	6.1	182.8	9.5	12,366,384	54.7	47,856	67,650	5,907,635	57.1	22,519	32,317	.2394	.2460
PEORIA	**349.2**	**340.9**	**–2.4**	**132.8**	**.4**	**6,842,701**	**41.9**	**36,451**	**51,526**	**3,233,690**	**43.2**	**17,063**	**24,350**	**.1483**	**.1391**
Peoria	187.2	182.6	–2.5	72.6	.3	3,839,401	41.8	37,410	52,884	1,950,098	43.9	18,717	26,861	.0841	.0791
Tazewell	128.3	125.1	–2.5	48.4	.4	2,456,188	42.0	35,897	50,748	1,110,194	43.1	16,090	22,938	.0529	.0495
Woodford	33.7	33.2	–1.5	11.8	.9	547,112	42.6	32,798	46,365	173,398	36.8	10,837	14,695	.0113	.0105
ROCKFORD	**284.3**	**285.0**	**.2**	**111.0**	**3.2**	**5,257,955**	**45.8**	**33,524**	**47,369**	**2,931,056**	**47.9**	**18,413**	**26,406**	**.1183**	**.1144**
Boone	30.6	31.4	2.6	11.6	5.5	482,469	49.0	29,436	41,592	226,969	51.3	13,637	19,566	.0106	.0104
Winnebago	253.7	253.6	.0	99.4	2.9	4,775,486	45.4	33,990	48,043	2,704,087	47.7	18,957	27,204	.1077	.1040
SPRINGFIELD	**194.8**	**197.4**	**1.3**	**83.2**	**4.3**	**3,405,246**	**47.3**	**28,964**	**40,928**	**2,109,612**	**49.2**	**17,722**	**25,356**	**.0793**	**.0775**
Menard	12.5	12.8	2.4	5.0	6.4	167,310	50.4	23,675	33,462	36,285	36.0	5,676	7,257	.0033	.0032
Sangamon	182.3	184.6	1.3	78.2	4.1	3,237,936	47.2	29,295	41,406	2,073,327	49.4	18,476	26,513	.0760	.0743
TOTAL METRO COUNTIES	**9,612.8**	**9,721.0**	**1.1**	**3,680.7**	**3.9**	**192,770,603**	**47.3**	**36,938**	**52,373**	**96,524,653**	**49.0**	**18,288**	**26,225**	**4.0974**	**4.0020**
TOTAL STATE	**11,674.3**	**11,762.1**	**.8**	**4,485.9**	**3.5**	**223,664,533**	**46.8**	**35,150**	**49,859**	**112,119,869**	**48.1**	**17,463**	**24,994**	**4.8154**	**4.6823**
INDIANA															
ANDERSON	**131.2**	**128.0**	**–2.4**	**49.4**	**.4**	**2,040,565**	**45.8**	**28,444**	**41,307**	**1,228,898**	**46.0**	**17,106**	**24,876**	**.0488**	**.0468**
Madison	131.2	128.0	–2.4	49.4	.4	2,040,565	45.8	28,444	41,307	1,228,898	46.0	17,106	24,876	.0488	.0468
BLOOMINGTON	**102.7**	**104.2**	**1.5**	**39.2**	**4.5**	**1,687,340**	**51.8**	**29,643**	**43,044**	**904,454**	**48.0**	**16,296**	**23,073**	**.0376**	**.0373**
Monroe	102.7	104.2	1.5	39.2	4.5	1,687,340	51.8	29,643	43,044	904,454	48.0	16,296	23,073	.0376	.0373
ELKHART–GOSHEN	**150.3**	**157.2**	**4.6**	**59.1**	**7.5**	**2,547,367**	**56.0**	**29,682**	**43,103**	**1,683,645**	**51.1**	**20,261**	**28,488**	**.0592**	**.0600**
Elkhart	150.3	157.2	4.6	59.1	7.5	2,547,367	56.0	29,682	43,103	1,683,645	51.1	20,261	28,488	.0592	.0600
EVANSVILLE	**284.0**	**287.1**	**1.1**	**113.4**	**3.5**	**4,968,937**	**50.8**	**30,062**	**43,818**	**3,063,995**	**49.0**	**18,762**	**27,019**	**.1142**	**.1129**
Posey	26.4	26.3	–.4	9.5	1.1	392,665	46.8	28,461	41,333	116,544	40.2	8,842	12,268	.0080	.0077
Vanderburgh	167.0	166.1	–.5	68.6	2.1	3,053,351	48.2	30,654	44,509	2,161,975	47.8	21,766	31,516	.0738	.0720
Warrick	47.8	51.3	7.3	18.3	9.6	769,335	59.1	28,953	42,040	234,588	53.9	9,126	12,819	.0146	.0150
Henderson, Ky.	*42.8*	*43.4*	*1.4*	*17.0*	*4.3*	*753,586*	*55.8*	*29,681*	*44,329*	*550,888*	*53.8*	*21,974*	*32,405*	*.0178*	*.0182*
FORT WAYNE	**364.8**	**367.7**	**.8**	**138.0**	**3.4**	**6,342,338**	**50.1**	**31,608**	**45,959**	**3,601,779**	**50.0**	**17,987**	**26,100**	**.1423**	**.1404**
Allen	302.6	304.4	.6	115.0	3.1	5,375,988	49.6	32,194	46,748	3,175,074	50.0	18,987	27,609	.1217	.1200
De Kalb	34.7	35.2	1.4	12.7	4.1	554,329	51.2	30,059	43,648	214,935	47.5	11,945	16,924	.0115	.0113
Whitley	27.5	28.1	2.2	10.3	5.1	412,021	52.6	27,551	40,002	211,770	52.8	14,139	20,560	.0091	.0091
GARY–HAMMOND	**624.3**	**615.3**	**–1.4**	**220.4**	**1.2**	**9,596,155**	**47.2**	**29,931**	**43,540**	**5,872,605**	**46.5**	**18,402**	**26,645**	**.2302**	**.2223**
Lake	496.1	483.8	–2.5	174.0	.1	7,255,525	45.4	28,714	41,698	4,977,785	45.6	19,673	28,608	.1841	.1760
Porter	128.2	131.5	2.6	46.4	5.5	2,340,630	53.1	34,736	50,445	894,820	52.0	13,384	19,285	.0461	.0463
INDIANAPOLIS	**1,243.4**	**1,278.6**	**2.8**	**492.0**	**5.5**	**23,220,550**	**53.5**	**32,434**	**47,196**	**13,780,866**	**52.3**	**19,411**	**28,010**	**.5128**	**.5168**
Boone	39.6	41.2	4.0	15.3	7.0	716,901	55.3	32,271	46,856	322,311	51.4	14,886	21,066	.0146	.0149
Hamilton	103.3	115.7	12.0	41.1	15.1	2,437,773	67.2	40,847	59,313	782,889	65.9	13,217	19,048	.0408	.0446
Hancock	48.0	50.0	4.2	17.6	6.7	831,856	54.9	32,552	47,265	398,713	55.1	15,580	22,654	.0174	.0178
Hendricks	78.4	82.1	4.7	27.9	7.3	1,312,668	53.8	32,404	47,049	436,339	53.4	10,941	15,639	.0253	.0259
Johnson	87.3	92.2	5.6	32.8	8.6	1,528,220	57.7	32,087	46,592	846,001	54.6	18,120	25,793	.0328	.0339
Marion	792.0	801.5	1.2	322.9	4.0	14,945,880	51.0	31,877	46,286	10,313,613	51.3	21,965	31,941	.3503	.3484
Morgan	54.9	56.2	2.4	20.0	5.8	878,747	53.7	30,258	43,937	450,823	53.9	15,501	22,541	.0191	.0192
Shelby	39.9	39.7	–.5	14.4	.7	568,505	46.2	27,188	39,480	230,177	38.1	11,656	15,985	.0125	.0121
KOKOMO	**102.0**	**99.9**	**–2.1**	**38.7**	**.5**	**1,805,566**	**46.0**	**32,122**	**46,655**	**1,159,347**	**46.2**	**20,992**	**29,957**	**.0430**	**.0412**
Howard	85.5	83.8	–2.0	32.4	.6	1,548,212	46.1	32,903	47,784	1,045,934	46.3	22,198	32,282	.0373	.0358
Tipton	16.5	16.1	–2.4	6.3	.0	257,354	45.2	28,130	40,850	113,413	45.4	12,380	18,002	.0057	.0054
LAFAYETTE–WEST LAFAYETTE	**123.7**	**124.3**	**.5**	**45.2**	**3.0**	**2,062,193**	**49.5**	**31,417**	**45,624**	**1,125,580**	**42.7**	**17,965**	**24,902**	**.0470**	**.0454**
Tippecanoe	123.7	124.3	.5	45.2	3.0	2,062,193	49.5	31,417	45,624	1,125,580	42.7	17,965	24,902	.0470	.0454
MUNCIE	**120.9**	**117.9**	**–2.5**	**44.0**	**.5**	**1,787,028**	**45.9**	**27,966**	**40,614**	**1,312,020**	**46.1**	**20,504**	**29,819**	**.0463**	**.0443**
Delaware	120.9	117.9	–2.5	44.0	.5	1,787,028	45.9	27,966	40,614	1,312,020	46.1	20,504	29,819	.0463	.0443
SOUTH BEND–MISHAWAKA	**241.5**	**239.2**	**–1.0**	**92.1**	**1.7**	**4,041,055**	**47.6**	**30,216**	**43,877**	**2,584,971**	**47.8**	**19,301**	**28,067**	**.0953**	**.0935**
St. Joseph	241.5	239.2	–1.0	92.1	1.7	4,041,055	47.6	30,216	43,877	2,584,971	47.8	19,301	28,067	.0953	.0935

IND. (con.)

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/88 Total Pop (Thous.)	12/31/93 Total Pop (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
TERRE HAUTE	132.7	129.9	-2.1	49.7	.2	2,061,194	45.5	28,562	41,473	1,645,368	48.2	22,388	33,106	.0543	.0522
Clay	25.1	25.0	-.4	9.6	1.1	369,492	46.7	26,504	38,489	189,313	47.0	13,561	19,720	.0086	.0082
Vigo	107.6	104.9	-2.5	40.1	.0	1,691,702	45.2	29,050	42,187	1,456,055	48.3	24,479	36,311	.0457	.0440
TOTAL METRO COUNTIES	3,801.6	3,833.4	.8	1,447.9	3.5	64,736,489	50.5	30,744	44,711	39,176,638	49.2	18,768	27,058	1.4996	1.4632
TOTAL STATE	5,597.2	5,632.4	.6	2,117.2	3.2	90,869,720	50.1	29,513	42,920	52,464,638	48.6	17,216	24,780	2.0061	2.0522

IOWA

METRO AREA County	12/31/88 Total Pop (Thous.)	12/31/93 Total Pop (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BPI 1988	BPI 1993
CEDAR RAPIDS	169.1	167.0	-1.2	67.8	1.2	3,176,311	47.2	22,202	46,848	1,564,536	40.2	16,658	23,076	.0693	.0661
Linn	169.1	167.0	-1.2	67.8	1.2	3,176,311	47.2	32,202	46,848	1,564,536	40.2	16,658	23,076	.0693	.0661
DAVENPORT-ROCK ISLAND-MOLINE	369.4	360.3	-2.5	142.5	.4	6,742,217	43.6	33,110	47,380	3,495,625	40.3	17,566	24,565	.1521	.1429
Scott	158.1	154.2	-2.5	60.8	.3	2,883,132	46.0	32,591	47,420	1,430,347	35.9	17,371	23,525	.0643	.0604
Henry, Ill.	*54.3*	*53.0*	*-2.4*	*20.3*	*.5*	*946,598*	*42.0*	*32,992*	*46,630*	*332,163*	*41.7*	*11,605*	*16,363*	*.0196*	*.0182*
Rock Island, Ill.	*157.0*	*153.1*	*-2.5*	*61.2*	*.3*	*2,912,487*	*41.8*	*33,664*	*47,590*	*1,733,115*	*44.0*	*19,733*	*28,319*	*.0682*	*.0643*
DES MOINES	389.1	399.5	2.7	166.4	5.5	7,658,318	53.5	31,632	46,024	4,144,265	46.2	17,973	24,905	.1647	.1637
Dallas	30.1	30.2	.3	12.4	4.2	479,934	51.6	26,607	38,704	173,038	37.4	10,583	13,955	.0099	.0096
Polk	321.6	330.7	2.8	139.8	5.6	6,549,780	53.6	32,206	46,851	3,834,358	47.0	19,705	27,427	.1434	.1428
Warren	37.4	38.6	3.2	14.2	6.0	628,604	54.2	30,429	44,268	136,869	37.7	7,419	9,639	.0114	.0113
DUBUQUE	90.8	88.6	-2.4	31.6	.3	1,326,637	46.0	28,854	41,982	761,596	37.7	17,553	24,101	.0324	.0304
Dubuque	90.8	88.6	-2.4	31.6	.3	1,326,637	46.0	28,854	41,982	761,596	37.7	17,553	24,101	.0324	.0304
IOWA CITY	86.2	86.8	.7	34.8	3.3	1,559,887	50.2	30,810	44,824	647,395	38.4	13,877	18,603	.0324	.0313
Johnson	86.2	86.8	.7	34.8	3.3	1,559,887	50.2	30,810	44,824	647,395	38.4	13,877	18,603	.0324	.0313
SIOUX CITY	115.6	113.4	-1.9	45.1	.9	1,739,359	46.6	26,544	38,567	1,084,313	39.7	17,362	24,042	.0430	.0406
Woodbury	97.8	95.4	-2.5	38.3	.3	1,453,371	45.9	26,080	37,947	981,095	39.2	18,444	25,616	.0371	.0348
Dakota, Neb.	*17.8*	*18.0*	*1.1*	*6.8*	*4.6*	*285,988*	*50.3*	*29,270*	*42,057*	*103,218*	*44.3*	*11,003*	*15,179*	*.0059*	*.0058*
WATERLOO-CEDAR FALLS	148.9	145.2	-2.5	55.6	.0	2,732,968	45.5	33,784	49,154	1,213,809	37.2	15,913	21,831	.0589	.0554
Black Hawk	125.2	122.1	-2.5	47.0	.0	2,332,684	45.5	34,112	49,632	1,095,732	37.5	16,960	23,313	.0509	.0479
Bremer	23.7	23.1	-2.5	8.6	.0	400,284	45.5	31,990	46,545	118,077	34.7	10,191	13,730	.0080	.0075
TOTAL METRO COUNTIES	1,227.8	1,224.1	-.3	489.7	2.4	22,256,976	49.1	31,235	45,450	11,765,849	41.7	17,367	24,027	.4949	.4770
TOTAL STATE	2,847.4	2,811.3	-1.3	1,120.4	1.3	45,227,720	47.6	27,706	40,367	24,080,494	41.6	15,375	21,493	1.0413	.9974

KANSAS

METRO AREA County	12/31/88 Total Pop (Thous.)	12/31/93 Total Pop (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BPI 1988	BPI 1993
KANSAS CITY	1,567.6	1,637.8	4.5	638.8	6.7	31,999,362	51.6	35,265	50,093	17,192,220	50.5	19,082	26,913	.6798	.6805
Johnson	344.7	388.8	12.8	152.2	15.7	9,759,434	63.0	45,522	64,122	4,364,864	58.3	20,972	28,678	.1759	.1883
Leavenworth	63.7	67.9	6.6	22.2	9.9	1,149,573	54.8	36,761	51,783	346,929	50.6	11,404	15,627	.0215	.0218
Miami	23.5	24.5	4.3	9.1	5.8	356,985	49.0	27,851	39,229	138,634	48.8	10,831	15,235	.0075	.0074
Wyandotte	173.9	172.7	-.7	66.1	.9	2,705,303	42.2	29,055	40,927	1,185,184	41.2	12,817	17,930	.0604	.0569
Cass, Mo.	*60.4*	*65.6*	*8.6*	*23.1*	*10.0*	*1,044,862*	*55.1*	*32,075*	*45,232*	*395,268*	*53.3*	*12,121*	*17,111*	*.0205*	*.0212*
Clay, Mo.	*130.4*	*157.5*	*4.7*	*61.3*	*7.5*	*3,243,273*	*51.7*	*37,516*	*52,908*	*2,147,342*	*54.2*	*24,438*	*35,030*	*.0725*	*.0734*
Jackson, Mo.	*641.1*	*644.3*	*.5*	*261.7*	*2.7*	*11,963,391*	*44.9*	*32,414*	*45,714*	*8,079,718*	*47.2*	*21,538*	*30,874*	*.2870*	*.2770*
Lafayette, Mo.	*31.9*	*33.1*	*3.8*	*12.5*	*5.0*	*464,137*	*48.1*	*26,336*	*37,131*	*171,527*	*44.7*	*9,960*	*13,722*	*.0099*	*.0095*
Platte, Mo.	*54.2*	*58.3*	*7.6*	*21.6*	*10.2*	*979,686*	*55.4*	*32,163*	*45,356*	*266,513*	*49.6*	*9,087*	*12,339*	*.0179*	*.0183*
Ray, Mo.	*23.8*	*25.1*	*5.5*	*9.0*	*7.1*	*332,718*	*51.1*	*26,216*	*36,969*	*96,241*	*42.4*	*8,044*	*10,693*	*.0067*	*.0067*
LAWRENCE	75.0	78.3	4.4	28.9	7.0	1,246,866	50.8	30,630	43,144	595,751	48.9	14,823	20,614	.0268	.0266
Douglas	75.0	78.3	4.4	28.9	7.0	1,246,866	50.8	30,630	43,144	595,751	48.9	14,823	20,614	.0268	.0266
TOPEKA	163.6	167.2	2.2	68.0	4.8	3,256,919	47.6	34,003	47,896	1,576,159	42.6	17,030	23,179	.0694	.0672
Shawnee	163.6	167.2	2.2	68.0	4.8	3,256,919	47.6	34,003	47,896	1,576,159	42.6	17,030	23,179	.0694	.0672
WICHITA	448.8	467.0	4.1	185.6	6.5	9,428,200	50.0	36,061	50,798	4,023,744	39.8	16,515	21,680	.1916	.1867
Butler	49.4	51.8	4.9	19.2	6.1	742,139	49.4	27,442	38,653	276,551	39.2	10,976	14,404	.0158	.0154
Sedgwick	399.4	415.2	4.0	166.4	6.5	8,686,061	50.1	37,060	52,200	3,747,193	39.8	17,157	22,519	.1758	.1713
TOTAL METRO COUNTIES	1,293.2	1,366.4	5.7	532.1	8.2	27,903,280	53.4	36,972	52,440	12,231,268	47.3	16,880	22,987	.5531	.5519
TOTAL STATE	2,511.3	2,583.9	2.9	1,006.7	5.0	45,653,846	49.3	31,880	45,350	21,701,012	44.8	15,628	21,557	.9762	.9554

KENTUCKY

METRO AREA County	12/31/88 Total Pop (Thous.)	12/31/93 Total Pop (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BPI 1988	BPI 1993
CLARKSVILLE-HOPKINSVILLE	159.2	163.8	2.9	57.3	6.3	2,340,828	54.3	27,780	40,852	1,264,189	48.5	15,796	22,063	.0530	.0532
Christian	64.5	62.9	-2.5	20.2	.0	864,641	49.4	28,656	42,804	532,405	47.5	17,871	26,357	.0213	.0207
Montgomery, Tenn.	*94.7*	*100.9*	*6.5*	*37.1*	*10.1*	*1,476,187*	*60.7*	*27,254*	*39,789*	*731,784*	*49.2*	*14,552*	*19,725*	*.0317*	*.0325*
HUNTINGTON-ASHLAND	330.5	325.2	-1.6	125.7	1.1	4,434,365	50.3	23,741	35,277	3,179,307	55.9	16,404	25,293	.1124	.1114
Boyd	52.9	51.6	-2.5	20.1	.5	781,786	50.1	26,038	38,895	650,027	51.2	21,492	32,340	.0206	.0203
Carter	25.7	25.8	.4	9.0	2.3	257,362	52.8	19,145	28,596	144,982	42.8	11,540	16,109	.0067	.0066
Greenup	39.0	38.5	-1.3	13.5	.7	505,925	50.5	25,087	37,476	130,163	40.8	6,900	9,642	.0104	.0099
Lawrence, Ohio	*63.8*	*63.4*	*-.6*	*24.1*	*2.6*	*876,755*	*46.8*	*25,408*	*36,380*	*226,336*	*32.1*	*7,293*	*9,392*	*.0182*	*.0171*
Cabell, W. Va.	*103.2*	*100.6*	*-2.5*	*42.0*	*.5*	*1,405,741*	*51.2*	*22,247*	*33,470*	*1,813,536*	*65.3*	*26,246*	*43,179*	*.0436*	*.0449*
Wayne, W. Va.	*45.9*	*45.3*	*-1.3*	*17.0*	*1.3*	*606,796*	*52.2*	*23,724*	*35,694*	*214,243*	*46.0*	*8,734*	*12,603*	*.0129*	*.0126*
LEXINGTON-FAYETTE	344.1	358.9	4.3	141.6	7.4	6,372,397	60.6	30,100	45,003	4,347,159	59.5	20,678	30,700	.1424	.1490
Bourbon	19.4	19.4	.0	7.4	1.4	249,860	51.4	22,604	33,765	138,073	49.5	12,652	18,659	.0060	.0059
Clark	29.8	30.3	1.7	11.6	5.5	499,157	57.5	28,809	43,031	243,220	48.1	14,932	20,967	.0106	.0106
Fayette	220.6	229.9	4.2	94.2	7.4	4,323,768	60.4	30,730	45,900	3,423,918	60.4	24,344	36,347	.1008	.1059

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/88 Total Pop (Thous.)	12/31/93 Total Pop (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds (Thous.)	% Change 1988-1993	EFFECTIVE BUYING INCOME 1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	1993	RETAIL SALES 1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	1993	BUYING POWER INDEX 1988	1993
Jessamine	31.2	34.2	9.6	12.1	14.2	558,856	70.5	30,923	46,189	253,728	68.3	14,219	20,969	.0105	.0117
Scott	23.6	24.6	4.2	8.9	7.2	370,955	60.2	27,907	41,680	128,010	56.5	9,853	14,383	.0072	.0075
Woodford	19.5	20.5	5.1	7.4	7.2	369,771	60.2	33,459	49,969	160,210	58.2	14,681	21,650	.0073	.0074
LOUISVILLE	**968.3**	**966.5**	**–.2**	**372.0**	**2.5**	**16,747,265**	**52.5**	**30,273**	**45,020**	**10,615,641**	**49.4**	**19,584**	**28,537**	**.3873**	**.3840**
Bullitt	48.8	51.6	5.7	16.8	9.1	727,302	62.9	28,985	43,292	207,161	60.9	8,361	12,331	.0135	.0144
Jefferson	676.9	666.1	–1.6	265.3	1.3	12,225,954	51.3	30,850	46,084	8,540,536	49.3	21,828	32,192	.2914	.2870
Oldham	33.9	37.3	10.0	11.6	13.7	658,774	69.9	38,020	56,791	165,252	58.1	10,248	14,246	.0109	.0119
Shelby	24.9	25.6	2.8	9.3	5.7	405,304	57.8	29,180	43,581	170,030	51.2	12,775	18,283	.0082	.0084
Clark, Ind.	*89.3*	*88.7*	*–.7*	*33.4*	*2.1*	*1,292,403*	*48.3*	*26,651*	*38,695*	*997,432*	*48.5*	*20,538*	*29,863*	*.0337*	*.0328*
Floyd, Ind.	*64.2*	*65.6*	*2.2*	*24.4*	*4.7*	*1,016,511*	*52.1*	*28,691*	*41,630*	*406,013*	*45.3*	*11,997*	*16,640*	*.0212*	*.0211*
Harrison, Ind.	*30.3*	*31.6*	*4.3*	*11.2*	*7.7*	*421,017*	*56.4*	*25,890*	*37,591*	*129,217*	*44.5*	*8,598*	*11,537*	*.0084*	*.0084*
OWENSBORO	**87.9**	**88.3**	**.5**	**34.3**	**3.6**	**1,338,868**	**54.8**	**26,132**	**39,034**	**1,157,841**	**57.1**	**22,265**	**33,756**	**.0347**	**.0354**
Daviess	87.9	88.3	.5	34.3	3.6	1,338,868	54.8	26,132	39,034	1,157,841	57.1	22,265	33,756	.0347	.0354
TOTAL METRO COUNTIES	**1,717.1**	**1,729.8**	**.7**	**663.1**	**3.6**	**29,754,587**	**54.9**	**30,019**	**44,872**	**19,716,408**	**54.1**	**19,996**	**29,734**	**.6862**	**.6935**
TOTAL STATE	**3,773.2**	**3,812.9**	**1.1**	**1,427.8**	**3.8**	**56,398,211**	**55.1**	**26,427**	**39,500**	**35,488,158**	**54.1**	**16,732**	**24,855**	**1.3196**	**1.3337**
LOUISIANA															
ALEXANDRIA	**139.1**	**139.7**	**.4**	**50.7**	**3.3**	**1,753,595**	**53.4**	**23,281**	**34,588**	**1,105,301**	**41.2**	**15,947**	**21,801**	**.0443**	**.0431**
Rapides	139.1	139.7	.4	50.7	3.3	1,753,595	53.4	23,281	34,588	1,105,301	41.2	15,947	21,801	.0443	.0431
BATON ROUGE	**543.2**	**563.2**	**3.7**	**200.6**	**6.3**	**8,375,699**	**57.8**	**28,134**	**41,753**	**4,994,231**	**46.6**	**18,050**	**24,896**	**.1924**	**.1942**
Ascension	59.7	64.5	8.0	21.5	10.3	861,231	63.8	26,962	40,057	381,297	44.9	13,492	17,735	.0181	.0188
East Baton Rouge	388.6	395.1	1.7	144.2	4.3	6,141,140	54.9	28,663	42,588	4,248,019	46.5	20,971	29,459	.1490	.1483
Livingston	74.0	82.1	10.9	27.9	14.3	1,079,340	69.9	26,037	38,686	263,961	50.3	7,194	9,457	.0194	.0211
West Baton Rouge	20.9	21.5	2.9	7.0	7.7	293,988	60.0	28,268	41,998	101,054	50.6	10,322	14,436	.0059	.0060
HOUMA–THIBODAUX	**184.2**	**184.4**	**.1**	**62.6**	**2.6**	**2,610,803**	**52.4**	**28,079**	**41,706**	**1,540,036**	**36.7**	**18,463**	**24,601**	**.0637**	**.0611**
Lafourche	86.5	87.2	.8	29.5	3.5	1,170,198	53.8	26,697	39,668	532,110	36.1	13,721	18,038	.0267	.0258
Terrebonne	97.7	97.2	–.5	33.1	1.8	1,440,605	51.3	29,290	43,523	1,007,926	37.1	22,620	30,451	.0370	.0353
LAFAYETTE	**213.1**	**222.6**	**4.5**	**80.3**	**7.2**	**3,395,598**	**59.2**	**28,479**	**42,286**	**2,443,587**	**44.5**	**22,572**	**30,431**	**.0829**	**.0834**
Lafayette	167.0	173.8	4.1	64.3	6.8	2,838,691	58.7	29,712	44,148	2,280,094	44.6	26,186	35,460	.0715	.0717
St. Martin	46.1	48.8	5.9	16.0	8.8	556,907	61.7	23,427	34,807	163,493	43.1	7,773	10,218	.0114	.0117
LAKE CHARLES	**172.8**	**172.3**	**–.3**	**62.6**	**2.3**	**2,509,114**	**52.0**	**26,976**	**40,082**	**1,494,012**	**37.9**	**17,698**	**23,866**	**.0607**	**.0585**
Calcasieu	172.8	172.3	–.3	62.6	2.3	2,509,114	52.0	26,976	40,082	1,494,012	37.9	17,698	23,866	.0607	.0585
MONROE	**145.1**	**146.8**	**1.2**	**53.7**	**4.1**	**1,840,182**	**54.6**	**23,064**	**34,268**	**1,147,110**	**39.5**	**15,939**	**21,361**	**.0463**	**.0451**
Ouachita	145.1	146.8	1.2	53.7	4.1	1,840,182	54.6	23,064	34,268	1,147,110	39.5	15,939	21,361	.0463	.0451
NEW ORLEANS	**1,324.4**	**1,348.8**	**1.8**	**510.1**	**4.1**	**20,365,415**	**55.5**	**26,730**	**39,924**	**13,352,455**	**48.6**	**18,327**	**26,176**	**.4850**	**.4859**
Jefferson	470.7	473.6	.6	179.4	3.1	7,834,761	53.2	29,393	43,672	6,132,864	49.0	23,661	34,185	.1968	.1955
Orleans	546.5	533.0	–2.5	211.3	.0	7,255,449	48.5	23,110	34,337	5,302,058	47.0	17,060	25,093	.1899	.1838
St. Bernard	68.9	71.0	3.0	25.3	6.3	954,874	57.9	25,401	37,742	454,689	44.7	13,198	17,972	.0212	.0213
St. Charles	44.6	48.2	8.1	16.4	10.1	681,868	63.5	27,984	41,577	129,367	44.7	6,001	7,888	.0121	.0126
St. John the Baptist	41.8	47.2	12.9	15.0	15.4	694,060	71.4	31,143	46,271	254,205	54.1	12,687	16,947	.0129	.0143
St. Tammany	151.9	175.8	15.7	62.7	18.8	2,944,403	76.4	31,607	46,960	1,079,272	56.1	13,095	17,213	.0521	.0584
SHREVEPORT	**362.7**	**376.0**	**3.7**	**142.6**	**6.2**	**5,566,223**	**57.7**	**26,287**	**39,034**	**3,147,191**	**42.2**	**16,477**	**22,070**	**.1274**	**.1273**
Bossier	91.5	96.3	5.2	34.7	7.8	1,183,381	60.1	22,952	34,103	751,752	48.9	15,678	21,664	.0286	.0295
Caddo	271.2	279.7	3.1	107.9	5.7	4,382,842	57.0	27,339	40,619	2,395,439	40.2	16,729	22,201	.0988	.0978
TOTAL METRO COUNTIES	**3,084.6**	**3,153.8**	**2.2**	**1,163.2**	**4.7**	**46,416,629**	**55.9**	**26,798**	**39,904**	**29,223,923**	**45.3**	**18,104**	**25,124**	**1.1027**	**1.0986**
TOTAL STATE	**4,467.9**	**4,554.8**	**1.9**	**1,649.2**	**4.4**	**61,890,513**	**55.5**	**25,202**	**37,528**	**37,127,094**	**44.2**	**16,299**	**22,512**	**1.4816**	**1.4703**
MAINE															
BANGOR	**139.3**	**139.6**	**.2**	**51.2**	**3.2**	**2,198,876**	**47.8**	**29,990**	**42,947**	**1,674,022**	**49.1**	**22,639**	**32,696**	**.0561**	**.0548**
Penobscot	139.3	139.6	.2	51.2	3.2	2,198,876	47.8	29,990	42,947	1,674,022	49.1	22,639	32,696	.0561	.0548
LEWISTON–AUBURN	**102.0**	**102.8**	**.8**	**40.0**	**3.9**	**1,691,263**	**48.8**	**29,523**	**42,282**	**1,119,806**	**50.1**	**19,383**	**27,995**	**.0405**	**.0397**
Androscoggin	102.0	102.8	.8	40.0	3.9	1,691,263	48.8	29,523	42,282	1,119,806	50.1	19,383	27,995	.0405	.0397
PORTLAND	**234.3**	**244.8**	**4.5**	**98.8**	**7.6**	**5,033,387**	**54.1**	**35,573**	**50,945**	**4,591,103**	**58.0**	**31,644**	**46,469**	**.1254**	**.1291**
Cumberland	234.3	244.8	4.5	98.8	7.6	5,033,387	54.1	35,573	50,945	4,591,103	58.0	31,644	46,469	.1254	.1291
TOTAL METRO COUNTIES	**475.6**	**487.2**	**2.4**	**190.0**	**5.6**	**8,923,526**	**51.5**	**32,739**	**46,966**	**7,384,931**	**54.7**	**26,537**	**38,868**	**.2220**	**.2236**
TOTAL STATE	**1,204.5**	**1,246.1**	**3.5**	**483.9**	**6.8**	**21,308,418**	**53.2**	**30,704**	**44,035**	**14,415,619**	**54.9**	**20,538**	**29,790**	**.4946**	**.5011**
MARYLAND															
BALTIMORE	**2,367.4**	**2,456.9**	**3.8**	**919.5**	**6.1**	**45,670,300**	**46.4**	**36,013**	**49,669**	**22,654,663**	**48.2**	**18,419**	**25,726**	**.9923**	**.9675**
Anne Arundel	432.9	464.1	7.2	162.9	10.1	9,195,452	50.6	41,244	56,448	4,329,619	51.5	19,304	26,578	.1868	.1875
Baltimore	686.0	702.0	2.3	278.3	4.8	14,869,358	43.4	39,041	53,429	9,435,109	48.0	23,997	33,903	.3414	.3292
Baltimore city	756.2	737.5	–2.5	282.0	–.2	10,760,887	36.6	27,881	38,159	5,857,545	41.0	14,702	20,771	.2657	.2442
Carroll	122.1	137.0	12.2	47.4	15.6	2,246,351	58.2	34,631	47,391	839,247	50.3	13,618	17,706	.0431	.0450
Harford	170.7	185.3	8.6	64.3	11.2	3,322,581	52.2	37,760	51,673	1,619,943	57.2	17,833	25,194	.0683	.0699
Howard	167.0	194.5	16.5	71.8	19.3	4,711,414	63.2	47,947	65,619	1,377,943	60.5	14,258	19,191	.0762	.0824
Queen Anne's	32.5	36.5	12.3	12.8	13.3	564,257	55.0	32,211	44,083	195,257	54.2	11,205	15,254	.0108	.0113
CUMBERLAND	**103.1**	**101.1**	**–1.9**	**39.3**	**.3**	**1,402,115**	**40.2**	**25,515**	**35,677**	**841,317**	**41.5**	**15,170**	**21,400**	**.0358**	**.0332**
Allegany	75.4	73.5	–2.5	28.8	.0	1,067,767	36.9	27,086	37,075	744,036	41.3	18,285	25,835	.0286	.0263
Mineral, W. Va.	*27.7*	*27.6*	*–.4*	*10.5*	*1.0*	*334,348*	*51.9*	*21,165*	*31,843*	*97,281*	*43.0*	*6,543*	*9,265*	*.0072*	*.0069*

MD. (cont.)

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BPI BUYING POWER INDEX	
METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
HAGERSTOWN	**115.8**	**116.4**	**.5**	**43.3**	**2.9**	**1,721,182**	**40.8**	**29,046**	**39,750**	**1,058,477**	**39.4**	**18,041**	**24,445**	**.0433**	**.0405**
Washington	115.8	116.4	.5	43.3	2.9	1,721,182	40.8	29,046	39,750	1,058,477	39.4	18,041	24,443	.0433	.0405
TOTAL METRO COUNTIES	**4,334.8**	**4,568.8**	**5.4**	**1,702.7**	**7.9**	**95,327,879**	**48.9**	**40,563**	**55,986**	**47,873,542**	**51.0**	**20,085**	**28,116**	**1.9754**	**1.9625**
TOTAL STATE	**4,666.0**	**4,917.6**	**5.4**	**1,833.6**	**7.8**	**100,741,064**	**46.8**	**39,819**	**54,942**	**51,107,813**	**51.0**	**19,909**	**27,873**	**2.1016**	**2.0871**
MASSACHUSETTS															
BOSTON–LAWRENCE–SALEM–LOWELL–BROCKTON	**3,725.5**	**3,766.1**	**1.1**	**1,459.3**	**3.8**	**90,449,568**	**44.7**	**44,446**	**61,981**	**47,640,261**	**48.0**	**22,899**	**32,646**	**1.9099**	**1.8453**
Essex	653.8	666.7	2.0	261.8	4.7	15,169,298	46.1	41,519	57,942	8,978,221	49.3	24,047	34,294	.3321	.3243
Middlesex	1,367.8	1,369.5	.1	521.4	2.8	35,672,193	43.5	49,027	68,416	16,777,898	46.6	22,564	32,179	.7256	.6944
Norfolk	609.8	612.4	.4	231.7	3.1	16,065,737	43.9	49,684	69,339	8,973,717	47.1	27,157	38,730	.3431	.3296
Plymouth	439.3	458.3	4.3	163.7	7.2	9,406,726	49.6	41,179	57,463	4,810,394	52.9	20,605	29,385	.1957	.1953
Suffolk	654.8	659.2	.7	280.7	3.4	14,135,614	44.3	36,086	50,358	8,100,031	47.4	20,234	28,857	.3134	.3017
NEW BEDFORD–FALL RIVER–ATTLEBORO	**500.3**	**516.3**	**3.2**	**196.1**	**6.0**	**9,072,633**	**47.9**	**33,151**	**46,265**	**6,122,788**	**51.2**	**21,893**	**31,223**	**.2147**	**.2121**
Bristol	500.3	516.3	3.2	196.1	6.0	9,072,633	47.9	33,151	46,265	6,122,788	51.2	21,893	31,223	.2147	.2121
PITTSFIELD	**142.6**	**141.4**	**–.8**	**56.4**	**1.8**	**2,680,095**	**42.1**	**34,049**	**47,519**	**1,754,637**	**45.2**	**21,814**	**31,111**	**.0644**	**.0611**
Berkshire	142.6	141.4	–.8	56.4	1.8	2,680,095	42.1	34,049	47,519	1,754,637	45.2	21,814	31,111	.0644	.0611
SPRINGFIELD	**590.9**	**596.6**	**1.0**	**227.0**	**3.8**	**11,059,552**	**44.9**	**34,910**	**48,720**	**6,595,103**	**47.6**	**20,426**	**29,053**	**.2541**	**.2454**
Hampden	448.2	451.9	.8	176.3	3.6	8,465,386	44.5	34,411	48,017	5,570,227	47.7	22,155	31,595	.2009	.1939
Hampshire	142.7	144.7	1.4	50.7	4.5	2,594,166	45.9	36,664	51,167	1,024,876	47.2	14,359	20,215	.0532	.0515
WORCESTER–FITCHBURG–LEOMINSTER	**677.6**	**696.3**	**2.8**	**264.3**	**5.6**	**14,198,157**	**47.4**	**38,497**	**53,720**	**6,705,253**	**50.6**	**17,790**	**25,370**	**.2934**	**.2883**
Worcester	677.6	696.3	2.8	264.3	5.6	14,198,157	47.4	38,497	53,720	6,705,253	50.6	17,790	25,370	.2934	.2883
TOTAL METRO COUNTIES	**5,636.9**	**5,716.7**	**1.4**	**2,203.1**	**4.2**	**127,460,005**	**45.2**	**41,496**	**57,855**	**68,818,042**	**48.4**	**21,923**	**31,237**	**2.7365**	**2.6522**
TOTAL STATE	**5,908.0**	**6,014.6**	**1.8**	**2,330.4**	**4.6**	**133,626,318**	**45.8**	**41,154**	**57,345**	**73,189,012**	**49.2**	**22,013**	**31,406**	**2.8710**	**2.7947**
MICHIGAN															
ANN ARBOR	**273.8**	**277.1**	**1.2**	**105.3**	**3.9**	**5,270,085**	**49.1**	**34,888**	**50,048**	**3,070,325**	**50.3**	**20,172**	**29,158**	**.1171**	**.1156**
Washtenaw	273.8	277.1	1.2	105.3	3.9	5,270,085	49.1	34,868	50,048	3,070,325	50.3	20,172	29,158	.1171	.1156
BATTLE CREEK	**139.5**	**137.1**	**–1.7**	**53.5**	**.6**	**2,521,551**	**44.3**	**32,853**	**47,132**	**1,244,979**	**45.4**	**16,099**	**23,271**	**.0554**	**.0529**
Calhoun	139.5	137.1	–1.7	53.5	.6	2,521,551	44.3	32,853	47,132	1,244,979	45.4	16,099	23,271	.0554	.0529
BENTON HARBOR	**167.9**	**164.9**	**–1.8**	**63.6**	**1.0**	**2,585,139**	**44.8**	**28,335**	**40,647**	**1,297,341**	**41.9**	**14,517**	**20,398**	**.0594**	**.0563**
Berrien	167.9	164.9	–1.8	63.6	1.0	2,585,139	44.8	28,335	40,647	1,297,341	41.9	14,517	20,398	.0594	.0563
DETROIT	**4,396.4**	**4,386.0**	**–.2**	**1,663.4**	**2.3**	**83,596,223**	**47.2**	**34,932**	**50,256**	**45,566,125**	**48.1**	**18,930**	**27,393**	**1.8451**	**1.7938**
Lapeer	74.7	76.7	2.7	25.0	4.6	1,205,382	50.0	33,615	48,215	354,593	40.8	10,539	14,184	.0237	.0232
Livingston	114.5	122.2	6.7	40.9	9.7	2,262,447	57.3	38,558	55,317	611,873	48.0	11,087	14,960	.0401	.0413
Macomb	714.6	722.5	1.1	266.0	3.8	11,944,837	48.9	31,306	44,905	8,523,584	50.0	22,169	32,044	.2926	.2882
Monroe	137.3	137.7	.3	48.4	3.2	3,019,109	48.0	43,481	62,378	902,583	49.2	12,901	18,648	.0555	.0542
Oakland	1,053.3	1,074.8	2.0	416.6	4.8	26,952,869	50.3	45,102	64,697	15,564,034	51.4	25,847	37,360	.5661	.5627
St. Clair	146.1	149.6	2.4	54.6	5.0	2,439,608	50.6	31,150	44,681	1,016,927	48.3	13,184	18,625	.0508	.0502
Wayne	2,155.9	2,102.5	–2.5	811.9	.0	35,772,071	43.5	30,713	44,060	18,592,531	44.6	15,843	22,900	.8163	.7740
DETROIT–ANN ARBOR CONSOLIDATED AREA	***4,670.2***	***4,663.1***	***–.2***	***1,768.7***	***2.4***	***88,866,408***	***47.3***	***34,929***	***50,244***	***48,636,450***	***48.2***	***19,003***	***27,498***	***1.9622***	***1.9094***
FLINT	**440.4**	**429.5**	**–2.5**	**161.8**	**.1**	**6,760,137**	**43.5**	**29,125**	**41,781**	**4,661,558**	**44.6**	**19,932**	**28,811**	**.1713**	**.1627**
Genesee	440.4	429.5	–2.5	161.8	.1	6,760,137	43.5	29,125	41,781	4,661,558	44.6	19,932	28,811	.1713	.1627
GRAND RAPIDS	**665.7**	**697.5**	**4.8**	**261.2**	**7.6**	**12,880,955**	**54.4**	**34,267**	**49,315**	**7,260,616**	**54.5**	**19,368**	**27,797**	**.2758**	**.2811**
Kent	487.4	508.3	4.3	195.5	7.1	9,377,726	53.7	33,441	47,968	5,867,135	54.8	20,763	30,011	.2083	.2117
Ottawa	178.3	189.2	6.1	65.7	9.1	3,503,229	56.5	37,174	53,322	1,393,481	52.9	15,137	21,210	.0675	.0694
JACKSON	**150.0**	**147.8**	**–1.5**	**53.4**	**1.1**	**2,414,370**	**45.1**	**31,517**	**45,213**	**1,142,229**	**41.9**	**15,247**	**21,390**	**.0540**	**.0513**
Jackson	150.0	147.8	–1.5	53.4	1.1	2,414,370	45.1	31,517	45,213	1,142,229	41.9	15,247	21,390	.0540	.0513
KALAMAZOO	**222.1**	**226.5**	**2.0**	**87.6**	**4.9**	**4,469,010**	**50.5**	**35,566**	**51,016**	**2,474,005**	**50.1**	**19,744**	**28,242**	**.0966**	**.0958**
Kalamazoo	222.1	226.5	2.0	87.6	4.9	4,469,010	50.5	35,566	51,016	2,474,005	50.1	19,744	28,242	.0966	.0950
LANSING–EAST LANSING	**437.7**	**444.8**	**1.6**	**164.5**	**4.5**	**7,702,482**	**49.9**	**32,649**	**46,834**	**4,501,973**	**49.6**	**19,125**	**27,348**	**.1743**	**.1720**
Clinton	58.0	59.0	1.7	20.3	5.2	927,595	50.9	31,858	45,694	368,920	52.0	12,574	18,173	.0192	.0191
Eaton	96.0	99.7	3.9	37.2	6.6	1,609,499	52.9	31,850	45,685	954,041	47.6	18,521	25,646	.0377	.0377
Ingham	283.7	286.1	.8	107.0	3.7	5,075,388	48.7	33,068	47,434	3,179,012	49.9	20,555	29,710	.1174	.1155
MUSKEGON	**159.9**	**159.1**	**–.5**	**59.5**	**2.1**	**2,475,008**	**46.4**	**29,001**	**41,597**	**1,214,167**	**44.3**	**14,432**	**20,406**	**.0599**	**.0537**
Muskegon	159.9	159.1	–.5	59.5	2.1	2,475,008	46.4	29,001	41,597	1,214,167	44.3	14,432	20,406	.0599	.0537
SAGINAW–BAY CITY–MIDLAND	**408.5**	**401.0**	**–1.8**	**147.3**	**.9**	**6,487,430**	**45.0**	**30,637**	**44,042**	**4,249,097**	**46.2**	**19,901**	**28,847**	**.1592**	**.1525**
Bay	114.6	111.8	–2.4	42.0	.2	1,760,792	43.8	29,221	41,924	918,292	41.7	15,468	21,864	.0412	.0388
Midland	76.0	76.7	.9	28.1	3.7	1,633,616	48.7	40,531	58,136	542,410	41.6	14,134	19,303	.0310	.0301
Saginaw	217.9	212.5	–2.5	77.2	.3	3,093,022	43.8	27,925	40,065	2,788,395	48.8	24,343	36,119	.0870	.0836
TOTAL METRO COUNTIES	**7,461.9**	**7,471.3**	**.1**	**2,831.1**	**2.7**	**137,162,490**	**47.7**	**33,818**	**48,420**	**76,682,415**	**48.3**	**18,839**	**27,182**	**3.0641**	**2.9880**
TOTAL STATE	**9,238.3**	**9,281.9**	**.5**	**3,529.5**	**3.1**	**163,879,199**	**48.1**	**32,329**	**46,431**	**89,004,439**	**47.7**	**17,601**	**25,217**	**3.6436**	**3.5730**
MINNESOTA															
DULUTH	**245.8**	**239.8**	**–2.4**	**94.6**	**.3**	**3,972,053**	**43.8**	**29,290**	**41,988**	**2,385,159**	**44.3**	**17,525**	**25,213**	**.0953**	**.0901**

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
St. Louis	203.9	198.9	–2.5	78.1	.3	3,309,097	43.6	29,586	42,370	2,037,115	44.8	18,060	26,083	.0800	.0759
Douglas, Wisc.	41.9	40.9	–2.4	16.5	.6	662,956	44.9	27,898	40,179	348,044	41.7	14,981	21,094	.0153	.0144
FARGO-MOORHEAD	150.8	157.1	4.2	60.9	7.8	2,574,737	54.3	29,541	42,278	1,603,757	45.0	19,575	26,334	.0597	.0594
Clay	48.9	48.1	–1.6	17.2	.6	705,767	44.0	28,654	41,033	394,556	45.3	15,884	22,939	.0170	.0161
Cass, N. D.	101.9	109.0	7.0	43.7	10.9	1,868,970	58.5	29,926	42,768	1,209,201	44.9	21,178	27,671	.0427	.0433
MINNEAPOLIS-ST. PAUL	2,377.2	2,507.7	5.5	980.4	8.1	54,520,195	58.0	38,787	55,610	29,558,800	54.8	21,030	30,180	1.1181	1.1410
Anoka	232.5	252.7	8.7	86.4	11.6	4,647,276	59.8	37,564	53,788	2,039,218	61.2	16,343	23,602	.0894	.0945
Carver	44.5	48.8	9.7	17.3	13.1	984,517	61.9	39,747	56,908	245,513	39.5	10,062	14,192	.0162	.0174
Chisago	29.6	31.7	7.1	10.8	10.2	450,376	57.8	29,126	41,701	209,723	38.8	13,479	19,419	.0095	.0100
Dakota	247.9	279.8	12.9	101.3	15.9	6,088,644	65.9	41,981	60,105	2,651,596	63.7	18,533	26,176	.1095	.1194
Hennepin	1,010.1	1,046.7	3.6	444.9	6.5	24,802,658	52.4	38,934	55,749	14,973,786	53.7	23,305	33,657	.5253	.5303
Isanti	26.7	28.1	5.2	10.0	9.9	398,987	57.3	27,865	39,899	103,446	42.0	8,008	10,345	.0075	.0078
Ramsey	477.2	484.4	1.5	196.9	4.3	10,345,868	49.3	36,693	52,544	6,984,728	50.6	24,563	35,473	.2364	.2337
Scott	56.1	63.3	12.8	21.1	16.6	1,048,119	66.9	34,689	49,674	442,296	66.4	14,515	20,962	.0195	.0216
Washington	135.3	146.9	8.6	50.0	11.6	3,789,635	59.8	52,933	75,793	1,077,128	61.2	14,917	21,543	.0619	.0653
Wright	67.9	72.7	7.1	23.0	8.0	1,030,005	54.6	31,278	44,783	453,509	50.0	14,190	19,718	.0219	.0222
St. Croix, Wisc.	49.4	52.6	6.5	18.7	9.4	934,110	57.5	34,686	49,952	377,857	58.4	13,952	20,200	.0180	.0188
ROCHESTER	98.9	102.1	3.2	39.5	5.9	2,106,646	51.6	37,249	53,333	1,424,809	52.9	24,978	36,071	.0477	.0480
Olmsted	98.9	102.1	3.2	39.5	5.9	2,106,646	51.6	37,249	53,333	1,424,809	52.9	24,978	36,071	.0477	.0480
ST. CLOUD	184.1	193.6	5.2	64.2	8.8	2,778,317	56.0	30,186	43,276	2,633,790	62.0	27,557	41,025	.0737	.0767
Benton	28.6	30.1	5.2	11.0	10.0	452,261	57.5	28,715	41,115	137,085	43.4	9,562	12,462	.0087	.0088
Sherburne	37.3	41.2	10.5	13.3	13.7	644,050	62.8	33,821	48,425	193,311	60.9	10,269	14,535	.0117	.0124
Stearns	118.2	122.3	3.5	39.9	7.0	1,682,006	53.2	29,439	42,156	2,303,394	63.4	37,803	57,729	.0533	.0555
TOTAL METRO COUNTIES	2,863.6	2,997.8	4.7	1,160.7	7.4	62,485,912	54.1	37,507	53,835	35,671,213	54.5	21,356	30,733	1.3155	1.3389
TOTAL STATE	4,326.8	4,462.1	3.1	1,709.3	5.7	81,957,162	52.3	33,292	47,948	47,808,861	52.6	19,274	27,970	1.8010	1.8093
MISSISSIPPI															
BILOXI-GULFPORT	205.0	216.2	5.5	80.8	9.0	3,240,919	61.1	27,156	40,110	1,799,535	51.3	16,047	22,271	.0711	.0735
Hancock	32.8	37.9	15.5	14.2	19.3	525,573	76.5	25,024	37,012	201,013	57.8	10,707	14,156	.0098	.0111
Harrison	172.2	178.3	3.5	66.6	7.1	2,715,346	58.4	27,563	40,771	1,598,522	50.6	17,068	24,002	.0613	.0624
JACKSON	402.5	422.3	4.9	153.7	8.1	6,566,050	59.8	28,982	42,720	3,718,857	53.3	17,060	24,196	.1460	.1466
Hinds	262.1	265.5	1.3	99.5	4.4	4,261,620	54.4	28,957	42,830	3,106,222	53.2	21,272	31,218	.1053	.1042
Madison	54.4	61.7	13.4	20.8	17.5	758,500	73.8	24,656	36,466	255,458	59.1	9,072	12,282	.0145	.0161
Rankin	86.0	95.1	10.6	33.4	14.4	1,545,930	49.2	31,294	46,285	357,177	50.0	8,156	10,694	.0262	.0283
PASCAGOULA	129.9	135.2	4.1	48.1	7.4	2,151,244	58.8	30,239	44,724	985,156	56.6	14,042	20,481	.0441	.0455
Jackson	129.9	135.2	4.1	48.1	7.4	2,151,244	58.8	30,239	44,724	985,156	56.6	14,042	20,481	.0441	.0455
TOTAL METRO COUNTIES	804.8	849.1	5.5	308.4	8.8	13,821,950	60.8	28,576	42,224	6,869,475	53.8	15,787	22,275	.2788	.2893
TOTAL STATE	2,667.4	2,725.5	2.2	987.1	5.2	34,399,369	56.3	23,471	34,849	19,499,673	50.7	13,797	19,755	.8115	.8183
MISSOURI															
COLUMBIA	111.1	117.4	5.7	44.0	7.8	2,124,355	52.1	34,737	48,281	859,279	44.6	14,567	19,529	.0427	.0425
Boone	111.1	117.4	5.7	44.0	7.8	2,124,355	52.1	34,737	48,281	859,279	44.6	14,567	19,529	.0427	.0425
JOPLIN	136.5	141.0	3.3	54.5	4.4	1,946,052	47.2	25,332	35,707	1,248,510	44.7	16,536	22,908	.0483	.0468
Jasper	90.8	92.5	1.9	36.6	3.4	1,337,178	45.8	25,907	36,535	925,680	42.1	18,398	25,292	.0342	.0327
Newton	45.7	48.5	6.1	17.9	6.5	608,874	50.3	24,121	34,015	322,830	52.7	12,562	18,035	.0141	.0141
KANSAS CITY	1,547.6	1,637.8	4.5	638.8	6.7	31,999,362	51.6	35,265	50,093	17,192,220	50.5	19,082	26,913	.6798	.6805
Cass	60.4	65.6	8.6	23.1	10.0	1,044,562	55.1	32,075	45,232	395,268	55.3	12,121	17,111	.0205	.0212
Clay	150.4	157.5	4.7	61.3	7.5	3,243,273	51.7	37,516	52,908	2,147,342	54.2	24,438	35,030	.0725	.0734
Jackson	641.1	644.3	.5	261.7	2.7	11,963,391	44.9	32,414	45,714	8,079,718	47.2	21,538	30,874	.2870	.2770
Lafayette	31.9	33.1	3.8	12.5	5.0	464,137	48.1	26,336	37,131	171,557	44.7	9,960	13,722	.0099	.0095
Platte	54.2	58.3	7.6	21.6	10.2	979,686	55.4	32,163	45,356	266,513	49.6	9,087	12,339	.0179	.0183
Ray	23.8	25.1	5.5	9.0	7.1	332,718	51.1	26,216	36,969	96,241	42.4	8,044	10,693	.0067	.0067
Johnson, Kans.	344.7	388.8	12.8	152.2	15.7	9,759,434	63.0	45,522	64,122	4,364,864	58.3	20,972	28,678	.1759	.1883
Leavenworth, Kans.	63.7	67.9	6.6	22.2	9.9	1,149,573	54.8	36,761	51,733	344,929	50.6	11,404	15,627	.0215	.0218
Miami, Kans.	23.3	24.3	4.3	9.1	5.8	356,985	49.0	27,851	39,229	138,634	48.8	10,831	15,235	.0075	.0074
Wyandotte, Kans.	173.9	172.7	–.7	66.1	.9	2,705,303	42.2	29,055	40,927	1,185,184	41.2	12,817	17,930	.0604	.0569
ST. JOSEPH	86.1	84.6	–1.7	32.5	–.6	1,349,432	40.2	29,443	41,521	864,240	42.5	18,551	26,592	.0338	.0316
Buchanan	86.1	84.6	–1.7	32.5	–.6	1,349,432	40.2	29,443	41,521	864,240	42.5	18,551	26,592	.0338	.0316
ST. LOUIS	2,482.1	2,534.7	2.1	951.8	4.2	47,442,473	47.7	35,186	49,845	25,126,516	47.6	18,648	26,399	1.0363	1.0127
Franklin	81.5	86.1	5.6	29.0	6.2	1,106,220	49.8	27,049	38,146	687,235	52.3	16,532	23,698	.0269	.0269
Jefferson	171.9	185.2	7.7	61.6	9.4	2,825,221	54.3	32,523	45,864	871,197	48.0	10,455	14,143	.0345	.0353
St. Charles	195.6	226.8	16.0	77.7	18.8	4,632,752	67.6	42,278	59,624	1,365,717	51.7	13,763	17,577	.0774	.0840
St. Louis	1,007.8	1,020.2	1.2	386.7	3.9	23,422,955	46.5	42,953	60,571	12,965,019	48.9	23,390	33,527	.5017	[illegible]
St. Louis city	425.1	414.6	–2.5	170.4	–.7	6,417,018	40.0	26,703	37,659	3,966,431	43.3	16,239	[illegible]	.1602	.1495
Clinton, Ill.	34.2	34.8	1.8	12.4	4.2	489,180	47.2	27,922	39,430	218,685	[illegible]	12,413	17,636	.0108	.0105
Jersey, Ill.	21.3	21.6	1.4	7.4	1.4	286,753	43.2	[illegible]	[illegible]	104,339	38.3	10,335	14,100	.0064	.0061
Madison, Ill.	252.4	253.3	.4	98.7	3.1	3,841,862	45.8	27,538	38,925	2,386,159	46.8	14,988	24,176	.0932	.0901
Monroe, Ill.	22.2	23.3	5.0	8.6	6.2	352,066	50.0	28,976	40,938	143,906	[illegible]	11,663	16,733	.0073	.0073
St. Clair, Ill.	270.1	268.8	–.5	99.3	2.2	4,068,446	44.4	28,983	40,971	2,417,828	46.6	16,967	24,349	.0979	.0940
SPRINGFIELD	234.8	249.5	6.3	97.4	8.5	3,926,202	52.8	28,621	40,310	2,455,937	53.2	17,966	25,215	.0906	.0916

MO. (cont.)

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
Christian	30.8	35.7	15.9	13.0	18.2	470,352	66.7	25,657	36,181	202,617	69.4	10,873	15,586	.0093	.0104
Greene	204.0	213.8	4.8	84.4	7.1	3,455,850	51.0	29,034	40,946	2,253,310	50.8	18,956	26,698	.0813	.0812
TOTAL METRO COUNTIES	**3,412.2**	**3,509.3**	**2.8**	**1,343.0**	**4.8**	**65,778,274**	**48.2**	**34,654**	**48,979**	**36,440,164**	**48.1**	**19,211**	**27,133**	**1.4596**	**1.4222**
TOTAL STATE	**5,205.0**	**5,250.6**	**2.8**	**2,022.4**	**4.5**	**88,790,902**	**47.8**	**31,044**	**43,904**	**48,467,273**	**47.5**	**16,981**	**23,966**	**2.0026**	**1.9995**
MONTANA															
BILLINGS	**117.9**	**122.6**	**4.0**	**49.6**	**6.7**	**2,013,168**	**55.7**	**27,802**	**40,588**	**1,285,288**	**38.8**	**19,907**	**25,913**	**.0475**	**.0469**
Yellowstone	117.9	122.6	4.0	49.6	6.7	2,013,168	55.7	27,802	40,588	1,285,288	38.8	19,907	25,913	.0475	.0469
GREAT FALLS	**78.6**	**76.7**	**–2.4**	**30.7**	**.3**	**1,219,522**	**46.5**	**27,207**	**39,724**	**692,055**	**31.8**	**17,162**	**22,543**	**.0295**	**.0275**
Cascade	78.6	76.7	–2.4	30.7	.3	1,219,522	46.5	27,207	39,724	692,055	31.8	17,162	22,543	.0295	.0275
TOTAL METRO COUNTIES	**196.5**	**199.3**	**1.4**	**80.3**	**4.2**	**3,232,690**	**52.1**	**27,566**	**40,258**	**1,977,343**	**36.3**	**18,817**	**24,634**	**.0770**	**.0744**
TOTAL STATE	**819.9**	**836.7**	**2.0**	**333.6**	**4.6**	**12,338,874**	**32.7**	**25,307**	**36,957**	**6,339,745**	**39.3**	**14,267**	**19,004**	**.3812**	**.2745**
NEBRASKA															
LINCOLN	**210.7**	**219.0**	**3.9**	**88.7**	**7.0**	**4,535,285**	**53.7**	**35,589**	**51,131**	**1,867,574**	**46.5**	**15,380**	**21,055**	**.0885**	**.0886**
Lancaster	210.7	219.0	3.9	88.7	7.0	4,535,285	53.7	35,589	51,131	1,867,574	46.5	15,380	21,055	.0885	.0886
OMAHA	**622.8**	**638.7**	**2.6**	**242.5**	**4.4**	**12,486,737**	**50.4**	**35,758**	**51,492**	**6,587,801**	**49.7**	**18,988**	**27,166**	**.2644**	**.2639**
Douglas	419.7	428.6	2.2	166.2	3.9	8,806,585	49.2	36,879	52,988	4,976,471	50.3	20,699	29,943	.1908	.1885
Sarpy	99.2	106.1	7.0	35.6	9.5	1,918,155	57.4	37,503	53,881	515,775	48.2	10,712	14,488	.0343	.0352
Washington	16.1	16.4	1.9	6.3	5.0	295,645	50.9	32,661	46,928	72,749	35.5	8,950	11,547	.0055	.0053
Pottawattamie, Iowa	*87.8*	*87.4*	*–.5*	*34.4*	*2.1*	*1,466,352*	*48.5*	*29,300*	*42,627*	*1,022,806*	*48.6*	*20,427*	*29,733*	*.0358*	*.0349*
TOTAL METRO COUNTIES	**763.5**	**788.3**	**3.2**	**303.6**	**5.5**	**15,841,658**	**51.5**	**36,318**	**52,179**	**7,535,787**	**48.9**	**17,576**	**24,831**	**.3250**	**.3234**
TOTAL STATE	**1,610.1**	**1,624.8**	**.9**	**629.9**	**2.8**	**27,434,291**	**48.8**	**30,170**	**43,553**	**14,785,916**	**47.2**	**16,435**	**23,473**	**.6150**	**.6089**
NEVADA															
LAS VEGAS	**642.0**	**745.0**	**16.0**	**310.5**	**18.6**	**14,274,935**	**71.6**	**31,781**	**45,974**	**7,551,552**	**57.8**	**18,283**	**24,321**	**.2751**	**.3032**
Clark	642.0	745.0	16.0	310.5	18.6	14,274,935	71.6	31,781	45,974	7,551,552	57.8	18,283	24,321	.2751	.3032
RENO	**243.4**	**272.5**	**12.0**	**119.6**	**14.6**	**5,784,755**	**65.7**	**33,435**	**48,368**	**3,224,573**	**51.5**	**20,381**	**26,961**	**.1157**	**.1226**
Washoe	243.4	272.5	12.0	119.6	14.6	5,784,755	65.7	33,435	48,368	3,224,573	51.5	20,381	26,961	.1157	.1226
TOTAL METRO COUNTIES	**885.4**	**1,017.5**	**14.9**	**430.1**	**17.5**	**20,059,690**	**69.9**	**32,252**	**46,640**	**10,776,125**	**55.9**	**18,881**	**25,055**	**.3908**	**.4258**
TOTAL STATE	**1,069.7**	**1,222.4**	**14.3**	**512.3**	**16.7**	**23,757,871**	**68.8**	**32,003**	**46,385**	**12,361,160**	**55.5**	**18,072**	**24,082**	**.4615**	**.5008**
NEW HAMPSHIRE															
MANCHESTER–NASHUA	**333.1**	**366.9**	**10.1**	**139.2**	**12.7**	**8,727,884**	**57.7**	**44,801**	**62,700**	**5,599,667**	**61.0**	**28,168**	**40,227**	**.1809**	**.1905**
Hillsborough	333.1	366.9	10.1	139.2	12.7	8,727,884	57.7	44,801	62,700	5,599,667	61.0	28,168	40,227	.1809	.1905
PORTSMOUTH–DOVER–ROCHESTER	**326.9**	**374.0**	**11.0**	**141.0**	**13.7**	**8,108,201**	**59.2**	**41,064**	**57,506**	**5,169,778**	**62.8**	**25,615**	**36,665**	**.1684**	**.1792**
Rockingham	239.0	268.2	12.2	101.4	14.8	5,993,634	60.7	42,240	59,109	4,065,524	64.0	28,076	40,094	.1254	.1347
Strafford	97.9	105.8	8.1	39.6	10.9	2,114,667	55.2	38,157	53,401	1,104,254	58.4	19,526	27,885	.0430	.0445
TOTAL METRO COUNTIES	**670.0**	**740.9**	**10.6**	**280.2**	**13.2**	**16,836,185**	**58.5**	**42,929**	**60,086**	**10,769,445**	**61.8**	**26,899**	**38,435**	**.3493**	**.3697**
TOTAL STATE	**1,091.5**	**1,192.9**	**9.3**	**456.7**	**11.9**	**25,273,473**	**57.0**	**39,446**	**55,339**	**16,889,606**	**60.4**	**25,791**	**36,982**	**.5436**	**.5699**
NEW JERSEY															
ATLANTIC CITY	**312.4**	**334.1**	**6.9**	**136.1**	**9.8**	**6,101,818**	**53.8**	**32,025**	**44,833**	**4,394,862**	**56.3**	**22,691**	**32,391**	**.1415**	**.1452**
Atlantic	213.6	225.8	5.7	89.8	8.6	4,106,105	52.1	32,647	45,725	2,937,127	55.1	22,894	32,707	.0960	.0975
Cape May	98.8	108.3	9.6	46.3	12.4	1,995,713	57.4	30,777	43,104	1,457,735	58.8	22,283	31,485	.0455	.0477
BERGEN–PASSAIC	**1,295.7**	**1,299.8**	**.3**	**498.0**	**2.9**	**35,204,233**	**43.8**	**50,568**	**70,691**	**18,069,022**	**46.7**	**25,437**	**36,283**	**.7297**	**.6995**
Bergen	832.7	827.3	–.6	321.9	1.9	25,202,579	42.7	55,899	78,293	12,728,808	45.3	27,678	39,543	.5156	[illegible]
Passaic	463.0	472.5	2.1	176.1	4.7	10,001,654	46.6	40,532	56,795	5,340,214	[illegible]	[illegible]	30,325	.2141	.2092
JERSEY CITY	**546.5**	**540.2**	**-1.2**	**215.9**	**1.4**	[illegible]	[illegible]	**31,836**	**44,590**	**4,553,403**	**44.8**	**14,762**	**21,090**	**.2122**	**.2087**
Hudson	546.5	540.2	-1.2	215.9	1.4	9,627,088	42.0	31,836	44,590	4,553,403	44.8	14,762	21,090	.2122	.2087
MIDDLESEX–SOMERSET–HUNTERDON	**978.6**	**1,034.7**	**5.7**	**378.7**	**8.7**	**27,341,020**	**52.3**	**51,514**	**72,197**	**12,549,254**	**55.1**	**23,234**	**33,138**	**.5202**	**.5273**
Hunterdon	101.7	110.3	8.5	39.2	11.7	3,001,297	56.4	54,660	76,564	1,156,119	56.9	20,986	29,498	.0530	.0550
Middlesex	651.0	683.7	5.0	250.9	8.0	17,040,554	51.2	48,491	67,918	7,868,979	54.2	21,953	31,363	.3298	.3322
Somerset	225.9	240.7	6.6	88.6	9.4	7,299,169	53.2	58,822	82,383	3,524,156	56.3	27,842	39,776	.1374	.1401
MONMOUTH–OCEAN	**987.0**	**1,068.0**	**8.2**	**418.0**	**11.2**	**26,268,305**	**53.5**	**44,977**	**62,891**	**11,954,112**	**58.4**	**20,081**	**28,598**	**.4939**	**.5111**
Monmouth	566.0	604.5	6.8	226.4	9.7	15,639,640	53.6	49,387	69,168	6,745,942	56.0	20,947	29,797	.2912	.2974
Ocean	421.0	463.5	10.1	191.6	13.0	10,628,665	58.3	39,606	55,473	5,208,170	61.5	19,036	27,183	.2027	.2137
NEWARK	**1,902.7**	**1,917.7**	**.8**	**718.0**	**3.5**	**46,992,659**	**45.1**	**46,609**	**65,449**	**19,282,856**	**46.2**	**18,983**	**26,745**	**.9224**	**.8882**
Essex	843.7	838.6	–.6	318.5	1.9	18,318,428	42.8	41,064	57,515	8,285,150	45.6	18,032	25,762	.3806	.3620
Morris	428.6	441.8	3.1	158.3	5.8	13,258,450	48.2	59,800	83,755	3,413,092	51.2	23,936	34,195	.2461	.2429
Sussex	130.7	139.4	6.7	49.1	9.4	3,423,376	53.2	49,783	69,723	966,180	53.7	14,003	19,678	.0585	.0594
Union	499.7	497.9	–.4	192.1	2.2	11,992,405	43.2	44,572	62,428	4,618,426	40.3	17,313	24,042	.2372	.2239
TRENTON	**327.9**	**339.1**	**3.4**	**127.0**	**6.2**	**8,801,440**	**48.7**	**49,481**	**69,303**	**3,965,811**	**51.7**	**21,858**	**31,227**	**.1710**	**.1688**
Mercer	327.9	339.1	3.4	127.0	6.2	8,801,440	48.7	49,481	69,303	3,965,811	51.7	21,858	31,227	.1710	.1693

N.J. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
VINELAND-MILLVILLE-BRIDGETON	**139.8**	**142.9**	**2.2**	**51.5**	**5.3**	**2,430,385**	**47.5**	**33,694**	**47,192**	**1,287,333**	**47.5**	**17,847**	**24,997**	**.0542**	**.0528**
Cumberland	139.8	142.9	2.2	51.5	5.3	2,430,385	47.5	33,694	47,192	1,287,333	47.5	17,847	24,997	.0542	.0528
TOTAL METRO COUNTIES	**7,764.2**	**7,999.2**	**3.0**	**3,025.9**	**5.7**	**190,810,889**	**48.1**	**45,010**	**63,059**	**88,969,963**	**50.4**	**20,670**	**29,403**	**3.8118**	**3.7562**
TOTAL STATE	**7,764.2**	**7,999.2**	**3.0**	**3,025.9**	**5.7**	**190,810,889**	**48.1**	**45,010**	**63,059**	**88,969,963**	**50.4**	**20,670**	**29,403**	**3.8118**	**3.7562**
NEW MEXICO															
ALBUQUERQUE	**497.0**	**540.6**	**8.8**	**213.3**	**11.3**	**8,332,888**	**57.6**	**27,599**	**39,067**	**5,560,935**	**56.6**	**18,538**	**26,071**	**.1914**	**.1992**
Bernalillo	497.0	540.6	8.8	213.3	11.3	8,332,888	57.6	27,599	39,067	5,560,935	56.6	18,538	26,071	.1914	.1992
LAS CRUCES	**130.5**	**151.1**	**15.8**	**53.5**	**19.2**	**1,761,689**	**68.7**	**23,261**	**32,929**	**822,749**	**52.5**	**12,016**	**15,378**	**.0376**	**.0407**
Dona Ana	130.5	151.1	15.8	53.5	19.2	1,761,689	68.7	23,261	32,929	822,749	52.5	12,016	15,378	.0376	.0407
SANTA FE	**112.4**	**122.9**	**9.3**	**48.3**	**11.8**	**2,260,177**	**57.6**	**33,206**	**46,795**	**1,126,838**	**49.5**	**17,450**	**23,330**	**.0464**	**.0475**
Los Alamos	19.6	20.5	4.6	8.0	6.7	551,431	51.0	48,692	68,929	100,077	40.7	9,484	12,510	.0089	.0087
Santa Fe	92.8	102.4	10.3	40.3	12.9	1,708,746	59.8	29,953	42,401	1,026,761	50.4	19,123	25,478	.0375	.0388
TOTAL METRO COUNTIES	**739.9**	**814.6**	**10.1**	**315.1**	**12.7**	**12,354,754**	**59.1**	**27,769**	**39,209**	**7,510,522**	**55.0**	**17,323**	**23,835**	**.2754**	**.2874**
TOTAL STATE	**1,537.9**	**1,663.6**	**8.2**	**612.9**	**10.6**	**22,216,762**	**56.7**	**25,595**	**36,249**	**12,523,832**	**50.2**	**15,052**	**20,434**	**.5083**	**.5201**
NEW YORK															
ALBANY-SCHENECTADY-TROY	**857.7**	**870.2**	**1.5**	**337.8**	**3.9**	**15,905,585**	**42.1**	**34,436**	**47,086**	**9,129,441**	**46.0**	**19,344**	**27,026**	**.3664**	**.3498**
Albany	287.3	288.1	.3	115.9	2.9	5,838,973	40.7	36,858	50,379	4,447,792	45.3	27,180	38,376	.1470	.1394
Greene	43.4	45.1	3.9	17.7	6.0	681,718	44.9	28,180	38,515	380,182	49.6	15,213	21,479	.0158	.0154
Montgomery	52.7	52.3	-.8	20.4	1.0	792,990	38.0	28,445	38,872	402,386	42.6	13,972	19,725	.0188	.0176
Rensselaer	155.0	156.7	1.1	58.3	3.7	2,689,900	41.8	33,756	46,139	1,047,898	46.5	12,730	17,974	.0566	.0538
Saratoga	169.3	177.8	5.0	65.0	7.6	3,245,556	47.1	36,528	49,932	1,252,401	49.1	13,902	19,268	.0650	.0640
Schenectady	150.0	150.2	.1	60.5	2.7	2,656,448	40.4	32,126	43,908	1,598,782	45.0	18,717	26,426	.0632	.0596
BINGHAMTON	**265.8**	**266.1**	**.1**	**101.6**	**2.7**	**4,623,077**	**40.5**	**33,274**	**45,503**	**2,322,451**	**42.3**	**16,502**	**22,859**	**.1049**	**.0987**
Broome	212.8	211.5	-.6	81.9	2.1	3,661,066	39.6	32,702	44,702	2,090,903	42.7	18,275	25,530	.0867	.0812
Tioga	53.0	54.6	3.0	19.7	5.3	962,011	44.0	35,726	48,833	231,548	39.1	8,900	11,754	.0182	.0175
BUFFALO	**966.1**	**942.2**	**-2.5**	**359.5**	**-.1**	**15,399,578**	**36.5**	**31,339**	**42,836**	**8,615,269**	**41.0**	**16,973**	**23,965**	**.3739**	**.3435**
Erie	966.1	942.2	-2.5	359.5	-.1	15,399,578	36.5	31,339	42,836	8,615,269	41.0	16,973	23,965	.3739	.3435
BUFFALO-NIAGARA FALLS CONSOLIDATED AREA	***1,183.8***	***1,154.5***	***-2.5***	***440.3***	***-.1***	***18,659,572***	***36.5***	***31,004***	***42,379***	***10,118,896***	***40.2***	***16,370***	***22,983***	***.4506***	***.4133***
ELMIRA	**93.8**	**91.5**	**-2.5**	**34.4**	**.0**	**1,331,393**	**36.7**	**28,312**	**38,703**	**893,434**	**41.2**	**18,394**	**25,972**	**.0351**	**.0323**
Chemung	93.8	91.5	-2.5	34.4	.0	1,331,393	36.7	28,312	38,703	893,434	41.2	18,394	25,972	.0351	.0323
GLENS FALLS	**114.8**	**117.5**	**2.4**	**42.5**	**4.9**	**1,729,296**	**43.4**	**29,771**	**40,689**	**1,241,787**	**50.3**	**20,397**	**29,219**	**.0441**	**.0430**
Warren	56.6	57.7	1.9	21.8	4.8	928,559	43.3	31,161	42,594	902,278	51.1	28,713	41,389	.0262	.0255
Washington	58.2	59.8	2.7	20.7	5.1	800,737	43.6	28,303	38,683	339,509	48.4	11,617	16,401	.0179	.0175
JAMESTOWN-DUNKIRK	**144.5**	**142.2**	**-1.6**	**54.3**	**.6**	**2,042,690**	**37.5**	**27,519**	**37,619**	**1,007,549**	**37.0**	**13,618**	**18,555**	**.0493**	**.0453**
Chautauqua	144.5	142.2	-1.6	54.3	.6	2,042,690	37.5	27,519	37,619	1,007,549	37.0	13,618	18,555	.0493	.0453
NASSAU-SUFFOLK	**2,669.2**	**2,711.0**	**1.6**	**913.9**	**4.2**	**65,835,108**	**42.2**	**52,748**	**72,038**	**35,878,452**	**46.9**	**27,846**	**39,259**	**1.4180**	**1.2851**
Nassau	1,329.8	1,338.8	.7	462.4	3.2	36,642,003	41.1	57,971	79,243	21,114,494	45.8	32,340	45,663	.7962	.7530
Suffolk	1,339.4	1,372.2	2.4	451.5	5.1	29,193,105	43.7	47,302	64,658	14,763,958	48.4	23,159	32,700	.6218	.6001
NEW YORK	**8,576.9**	**8,765.1**	**2.2**	**3,622.9**	**4.7**	**173,084,950**	**43.2**	**34,954**	**47,775**	**77,508,801**	**47.4**	**15,197**	**21,393**	**3.6279**	**3.4888**
Bronx	1,214.1	1,245.9	2.6	489.3	5.2	15,971,430	43.5	23,879	32,641	4,314,673	39.6	6,645	8,818	.3360	.3208
Kings	2,312.2	2,355.6	1.9	941.6	4.5	35,004,964	42.9	27,195	37,176	12,859,699	47.6	9,672	13,657	[illegible]	[illegible]
New York (Manhattan)	1,497.7	1,542.8	3.0	814.9	5.7	45,587,090	44.5	40,925	55,942	30,595,552	[illegible]	26,591	37,545	1.0113	.9827
Putnam	84.9	89.5	5.4	31.1	8.4	2,033,887	48.1	[illegible]	65,398	587,862	50.1	13,649	18,902	.0365	.0360
Queens	1,947.7	1,983.1	1.8	782.7	[illegible]	[illegible]	42.0	33,725	46,101	12,024,953	46.7	10,881	15,363	.7218	.6882
Richmond	[illegible]	404.0	5.0	140.9	7.8	7,899,973	47.4	41,014	56,068	2,592,139	52.2	13,029	18,397	.1497	.1479
Rockland	268.9	274.6	2.1	89.9	4.9	6,804,506	43.4	55,369	75,690	2,479,454	48.1	19,533	27,580	.1298	.1247
Westchester	866.7	869.6	.3	332.5	2.9	23,699,568	40.7	52,143	71,277	12,049,469	45.3	25,665	36,239	.4967	.4693
NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND CONSOLIDATED AREA	***18,078.2***	***18,488.4***	***2.3***	***7,182.5***	***4.9***	***414,186,693***	***44.8***	***41,765***	***57,666***	***195,174,924***	***48.3***	***19,210***	***27,174***	***8.5369***	***8.2652***
NIAGARA FALLS	**217.7**	**212.3**	**-2.5**	**80.8**	**-.1**	**3,259,994**	**36.5**	**29,515**	**40,346**	**1,503,627**	**35.8**	**13,687**	**18,609**	**.0767**	**.0698**
Niagara	217.7	212.3	-2.5	80.8	-.1	3,259,994	36.5	29,515	40,346	1,503,627	35.8	13,687	18,609	.0767	.0698
ORANGE COUNTY	**290.7**	**308.7**	**6.2**	**105.5**	**8.5**	**5,298,106**	**48.4**	**36,742**	**50,219**	**3,114,534**	**53.2**	**20,909**	**29,522**	**.1188**	**.1188**
Orange	290.7	308.7	6.2	105.5	8.5	5,298,106	48.4	36,742	50,219	3,114,534	53.2	20,909	29,522	.1188	.1188
POUGHKEEPSIE	**262.2**	**270.6**	**3.2**	**95.7**	**6.2**	**5,290,711**	**45.2**	**40,446**	**55,284**	**2,567,872**	**50.0**	**19,004**	**26,833**	**.1121**	**.1090**
Dutchess	262.2	270.6	3.2	95.7	6.2	5,290,711	45.2	40,446	55,284	2,567,872	50.0	19,004	26,833	.1121	.1090
ROCHESTER	**993.3**	**1,002.1**	**.9**	**381.7**	**3.5**	**18,911,343**	**41.4**	**36,262**	**49,545**	**9,693,439**	**44.6**	**18,176**	**25,398**	**.4218**	**.3990**
Livingston	60.7	62.0	2.1	21.1	5.0	899,685	43.5	31,200	42,639	362,279	40.4	12,838	17,170	.0199	.0189
Monroe	706.9	707.8	.1	276.5	2.7	14,031,564	40.4	37,124	50,747	7,792,483	45.0	19,960	28,183	.3187	.3006
Ontario	94.2	97.1	3.1	35.5	6.0	1,613,095	44.8	33,250	45,439	982,308	49.6	19,599	27,671	.0378	.0368
Orleans	40.9	41.6	1.7	14.8	4.2	676,788	42.4	33,466	45,729	178,797	34.9	9,333	12,081	.0136	.0128
Wayne	90.6	93.6	3.3	33.8	6.3	1,690,211	45.3	36,591	50,006	377,272	33.4	8,898	11,171	.0315	.0299
SYRACUSE	**651.4**	**652.8**	**.2**	**242.2**	**2.7**	**11,287,085**	**40.4**	**33,946**	**46,411**	**6,211,933**	**44.3**	**18,181**	**25,542**	**.2626**	**.2476**
Madison	67.9	68.7	1.2	23.2	3.6	983,491	41.5	31,021	42,392	391,565	40.8	12,418	16,878	.0219	.0207
Onondaga	461.4	458.0	-.7	175.7	1.7	8,145,054	39.1	33,915	46,358	4,982,400	43.6	20,084	28,357	.1964	.1837
Oswego	122.1	126.1	3.3	44.3	6.2	2,158,540	45.2	35,647	48,726	837,968	50.0	13,397	19,916	.0443	.0432

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
UTICA–ROME	321.4	319.8	–.5	118.2	1.8	4,704,419	39.2	29,119	39,800	2,711,795	43.7	16,255	22,942	.1157	.1081
Herkimer	67.9	68.5	.9	25.2	2.4	970,110	40.6	28,163	38,496	450,184	44.6	12,652	17,864	.0225	.0210
Oneida	253.5	251.3	–.9	93.0	1.6	3,734,309	38.9	29,376	40,154	2,261,611	43.5	17,223	24,318	[illegible]	.0871
TOTAL METRO COUNTIES	16,425.5	16,672.1	1.5	6,492.0	4.1	328,703,335	42.3	37,027	50,632	162,395,384	46.4	17,781	25,015	7.1270	6.8050
TOTAL STATE	18,029.4	18,302.7	1.5	7,084.5	4.1	352,116,626	42.3	36,349	49,702	174,491,159	46.4	17,511	24,630	7.6757	7.3303
NORTH CAROLINA															
ASHEVILLE	173.2	180.7	4.3	75.2	7.6	2,868,980	52.9	26,836	38,151	2,243,096	54.8	20,727	29,828	.0711	.0722
Buncombe	173.2	180.7	4.3	75.2	7.6	2,868,980	52.9	26,836	38,151	2,243,096	54.8	20,727	29,828	.0711	.0722
BURLINGTON	104.5	107.8	3.2	43.2	6.1	1,729,576	50.9	28,160	40,036	1,459,709	52.8	23,479	33,790	.0446	.0447
Alamance	104.5	107.8	3.2	43.2	6.1	1,729,576	50.9	28,160	40,036	1,459,709	52.8	23,479	33,790	.0446	.0447
CHARLOTTE–GASTONIA–ROCK HILL	1,113.1	1,193.1	7.2	465.2	10.5	21,028,207	57.4	31,722	45,203	12,953,805	59.2	19,221	27,846	.4567	.4762
Cabarrus	95.1	99.8	4.9	38.3	8.2	1,626,459	53.8	29,872	42,466	1,005,877	55.7	18,250	26,263	.0367	.0374
Gaston	173.7	179.4	3.3	67.9	6.4	2,898,379	51.3	30,024	42,686	1,718,663	53.2	17,588	25,312	.0658	.0660
Lincoln	49.2	53.1	7.9	20.3	11.5	904,423	58.5	31,344	44,553	313,124	58.5	10,858	15,425	.0170	.0177
Mecklenburg	478.1	520.9	9.0	211.9	12.3	10,276,517	59.7	34,110	48,497	6,897,413	61.6	22,618	32,550	.2217	.2348
Rowan	105.8	109.5	3.5	43.6	6.6	1,721,845	51.6	27,777	39,492	1,140,559	53.4	18,177	26,160	.0407	.0410
Union	84.0	91.7	9.2	32.5	12.5	1,439,172	59.9	31,148	44,282	688,510	61.8	14,721	21,185	.0292	.0308
York, S. C.	*127.2*	*138.7*	*9.0*	*50.7*	*12.2*	*2,161,412*	*61.1*	*29,682*	*42,631*	*1,189,659*	*62.2*	*16,224*	*23,465*	*.0456*	*.0485*
FAYETTEVILLE	268.0	277.2	3.4	93.8	6.7	3,938,586	51.7	29,531	41,989	2,471,289	53.6	18,306	26,346	.0934	.0939
Cumberland	268.0	277.2	3.4	93.8	6.7	3,938,586	51.7	29,531	41,989	2,471,289	53.6	18,306	26,346	.0934	.0939
GREENSBORO–WINSTON-SALEM–HIGH POINT	932.7	976.7	4.7	389.7	7.8	17,240,624	53.2	31,308	44,497	10,390,568	54.5	18,598	26,663	.3828	.3886
Davidson	125.2	131.7	5.2	50.9	8.1	2,048,727	53.6	28,313	40,250	898,725	55.5	12,270	17,657	.0424	.0431
Davie	29.2	31.7	8.6	12.0	10.1	521,682	56.5	30,584	43,474	130,407	49.1	8,026	10,867	.0093	.0097
Forsyth	269.1	283.1	5.2	116.7	8.4	5,407,484	54.0	32,594	46,337	3,674,492	55.9	21,880	31,487	.1222	.1248
Guilford	338.3	349.3	3.3	139.8	6.4	6,494,404	51.3	32,674	46,455	4,639,031	53.1	23,058	33,183	.1529	.1534
Randolph	102.7	109.0	6.1	43.0	9.4	1,728,052	55.6	28,265	40,187	727,780	57.5	11,760	16,925	.0348	.0359
Stokes	37.7	40.2	6.6	15.0	10.3	680,332	56.8	31,903	45,355	134,209	55.2	6,357	8,947	.0116	.0120
Yadkin	30.5	31.7	3.9	12.3	7.0	459,943	52.0	26,306	37,394	185,924	51.3	10,688	15,116	.0096	.0097
HICKORY	224.4	236.9	5.6	92.0	8.9	3,924,104	54.8	29,994	42,653	2,246,051	56.6	16,970	24,414	.0859	.0878
Alexander	28.2	30.0	6.4	11.4	10.7	416,279	57.4	25,682	36,516	123,455	54.5	7,758	10,829	.0081	.0082
Burke	78.0	81.3	4.2	31.5	7.5	1,234,354	52.8	27,563	39,186	483,617	54.7	10,669	15,353	.0252	.0255
Catawba	118.2	125.6	6.3	49.1	9.4	2,273,471	55.5	32,569	46,303	1,638,979	57.4	23,195	33,380	.0526	.0541
JACKSONVILLE	129.1	138.0	6.9	43.4	11.6	1,697,781	58.6	27,516	39,119	979,464	52.3	16,529	22,568	.0396	.0410
Onslow	129.1	138.0	6.9	43.4	11.6	1,697,781	58.6	27,516	39,119	979,464	52.3	16,529	22,568	.0396	.0410
RALEIGH–DURHAM	688.0	762.4	10.8	305.1	14.7	15,157,311	63.2	34,902	49,680	7,732,046	62.3	18,020	25,507	[illegible]	.3170
Durham	174.4	187.2	7.3	76.2	10.8	3,746,181	57.5	34,580	49,162	2,048,089	59.4	[illegible]	26,878	.0764	.0798
Franklin	35.9	39.4	9.7	14.4	12.5	531,373	59.9	25,958	36,901	[illegible]	47.1	6,936	9,071	.0099	.0104
Orange	89.0	96.0	7.9	38.5	12.2	1,714,985	59.6	[illegible]	44,545	846,536	61.5	15,279	21,988	.0343	.0362
Wake	388.7	439.8	13.1	176.0	17.2	[illegible]	66.6	36,627	52,073	4,756,801	64.2	19,290	27,027	.1742	.1906
WILMINGTON	118.9	127.0	6.8	51.2	10.1	1,967,496	56.5	27,030	38,428	1,680,051	58.5	22,801	32,813	.0495	.0515
New Hanover	118.9	127.0	6.8	51.2	10.1	1,967,496	56.5	27,030	38,428	1,680,051	58.5	22,801	32,813	.0495	.0515
TOTAL METRO COUNTIES	3,624.7	3,861.1	6.5	1,508.1	9.9	67,491,253	56.6	31,417	44,753	41,016,420	57.3	19,084	27,197	1.4728	1.5244
TOTAL STATE	6,554.1	6,918.5	5.6	2,668.9	8.9	108,883,041	55.2	28,619	40,797	64,382,603	55.6	16,879	24,123	2.4314	2.4906
NORTH DAKOTA															
BISMARCK	89.9	93.8	4.3	34.9	7.1	1,450,411	53.3	29,032	41,559	944,514	46.3	19,804	27,063	.0345	.0344
Burleigh	63.0	66.5	5.6	24.9	7.8	1,134,447	54.0	31,880	45,560	771,401	48.2	22,540	30,980	.0266	.0268
Morton	26.9	27.3	1.5	10.0	5.2	315,964	50.5	22,106	31,596	173,113	38.6	13,151	17,311	.0079	.0076
FARGO–MOORHEAD	150.8	157.1	4.2	60.9	7.8	2,574,737	54.3	29,541	42,278	1,603,757	45.0	19,575	26,334	.0597	.0594
Cass	101.9	109.0	7.0	43.7	10.9	1,868,970	58.5	29,926	42,768	1,209,201	44.9	21,178	27,671	.0427	.0433
Clay, Minn.	*48.9*	*48.1*	*–1.6*	*17.2*	*.6*	*705,767*	*44.0*	*28,654*	*41,033*	*394,556*	*45.3*	*15,884*	*22,939*	*.0170*	*.0161*
GRAND FORKS	70.6	72.0	2.0	25.9	5.2	1,308,954	50.5	35,361	50,539	723,641	42.8	20,605	27,940	.0292	.0285
Grand Forks	70.6	72.0	2.0	25.9	5.2	1,308,954	50.5	35,361	50,539	723,641	42.8	20,605	27,940	.0292	.0285
TOTAL METRO COUNTIES	262.4	274.8	4.7	104.8	8.2	4,628,335	54.5	31,088	44,290	2,877,356	44.8	20,568	27,535	.1064	.1062
TOTAL STATE	686.3	697.4	1.6	260.6	4.3	10,468,693	49.6	28,011	40,172	6,460,506	43.7	17,995	24,791	.2520	.2452
OHIO															
AKRON	649.5	638.3	–1.7	248.6	.9	10,906,409	44.6	30,618	43,871	5,741,461	42.3	16,378	23,095	.2495	.2367
Portage	140.6	142.0	1.0	51.0	3.7	2,419,055	48.4	33,126	47,432	922,845	46.0	12,844	18,095	.0496	.0483
Summit	508.9	496.3	–2.5	197.6	.2	8,487,354	43.5	29,992	42,952	4,818,616	41.6	17,259	24,386	.1999	.1884
CANTON	403.9	401.2	–.7	152.4	2.1	6,299,432	46.2	28,884	41,335	3,458,815	42.6	16,253	22,696	.1473	.1411
Carroll	28.3	29.8	5.3	11.0	10.0	410,063	57.5	26,042	37,278	130,422	45.2	8,984	11,857	.0081	.0084
Stark	375.6	371.4	–1.1	141.4	1.6	5,889,369	45.4	29,089	41,650	3,328,393	42.5	16,775	23,539	.1392	.1327
CINCINNATI	1,442.7	1,460.5	1.2	568.8	3.9	26,999,405	49.9	32,916	47,467	15,054,835	51.0	18,217	26,468	.5925	.5868
Clermont	146.4	155.4	6.1	56.4	9.1	2,443,958	56.2	30,259	43,333	1,127,197	53.3	14,219	19,986	.0508	.0521
Hamilton	872.6	869.6	–.3	352.9	2.4	17,043,513	46.7	33,725	48,296	9,940,419	47.9	19,504	28,168	.3828	.3718

OHIO (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
Warren	108.9	114.1	4.8	40.4	7.7	2,049,390	54.3	35,421	50,727	635,919	45.7	11,639	15,741	.0385	.0386
Dearborn, Ind.	39.1	41.6	6.4	14.7	8.1	599,856	56.9	28,105	40,807	231,336	52.0	11,190	15,737	.0121	.0126
Boone, Ky.	53.7	57.8	7.6	20.5	11.4	960,750	66.4	31,360	46,866	1,173,207	82.6	34,929	57,234	.0255	.0290
Campbell, Ky.	82.0	80.9	-1.3	30.3	1.7	1,429,562	51.9	31,587	47,180	628,608	49.5	14,113	20,746	.0296	.0292
Kenton, Ky.	140.0	141.1	.8	53.6	3.7	2,472,376	54.8	30,883	46,126	1,318,069	52.9	16,675	24,591	.0532	.0535
CINCINNATI–HAMILTON CONSOLIDATED AREA	1,722.8	1,751.4	1.7	677.0	4.4	31,632,577	50.4	32,440	46,725	17,009,399	50.7	17,405	25,125	.6886	.6830
CLEVELAND	1,853.9	1,824.6	-1.6	730.8	1.0	33,823,243	44.9	32,274	46,282	18,791,800	44.7	17,961	25,714	.7683	.7339
Cuyahoga	1,438.0	1,402.4	-2.5	579.0	.2	25,867,329	43.5	31,195	44,676	15,286,575	44.7	18,280	26,402	.6036	.5731
Geauga	77.8	79.5	2.2	27.0	5.1	1,616,454	50.4	41,811	59,869	406,378	40.7	11,242	15,051	.0291	.0284
Lake	216.3	216.7	.2	81.5	3.0	3,909,890	47.5	33,502	47,974	2,344,529	46.3	20,266	28,767	.0899	.0873
Medina	121.8	126.0	3.4	43.3	6.4	2,429,570	52.4	39,182	56,110	754,318	40.5	13,188	17,421	.0457	.0451
CLEVELAND–AKRON–LORAIN CONSOLIDATED AREA	2,776.8	2,732.9	-1.6	1,078.1	1.0	49,457,454	44.9	31,998	45,875	26,595,616	44.0	17,207	24,669	1.1193	1.0676
COLUMBUS	1,334.9	1,379.0	3.3	549.9	6.3	24,288,689	52.3	30,834	44,169	14,035,107	52.0	17,858	25,523	.5371	.5392
Delaware	62.7	67.7	8.0	24.6	11.8	1,230,741	60.1	34,935	50,030	360,242	49.7	10,942	14,644	.0221	.0229
Fairfield	100.9	104.5	3.6	38.0	6.4	1,583,435	52.4	29,101	41,669	625,618	46.0	12,005	16,464	.0330	.0327
Franklin	929.9	960.7	3.3	397.4	6.3	17,617,933	52.2	30,959	44,333	11,510,596	53.5	20,056	28,965	.4012	.4042
Licking	127.6	130.6	2.4	50.3	5.7	2,140,700	51.3	29,722	42,539	808,133	40.7	12,071	16,066	.0438	.0431
Madison	35.0	34.9	-.3	11.7	3.5	477,023	48.3	28,472	40,771	245,132	49.5	14,507	20,951	.0112	.0109
Pickaway	46.2	46.8	1.3	16.1	3.9	669,049	48.7	29,026	41,556	333,998	50.0	14,366	20,745	.0151	.0148
Union	32.6	33.8	3.7	11.8	5.4	569,808	50.9	33,726	48,289	151,388	41.8	9,533	12,829	.0107	.0106
DAYTON–SPRINGFIELD	940.0	933.2	-.7	372.7	2.1	16,784,157	46.2	31,444	45,034	8,626,874	44.4	16,367	23,147	.3729	.3578
Clark	146.9	144.3	-1.8	56.5	1.1	2,426,065	44.7	29,986	42,939	1,042,802	38.1	13,511	18,457	.0531	.0499
Greene	131.5	131.1	-.3	48.2	2.6	2,517,743	46.8	36,479	52,235	967,152	45.7	14,119	[illegible]	.0508	.0490
Miami	91.9	92.0	.1	35.6	3.2	1,578,086	47.8	30,957	44,328	688,802	[illegible]	14,122	19,348	.0338	.0324
Montgomery	569.7	565.8	-.7	232.4	2.1	10,262,263	46.2	30,836	44,158	5,726,118	45.7	17,873	25,508	.2351	.2265
HAMILTON–MIDDLETOWN	280.1	290.9	3.9	108.2	6.9	4,633,172	53.1	29,900	42,820	1,954,564	48.4	13,017	18,064	.0961	.0962
Butler	280.1	290.9	3.9	108.2	6.9	4,633,172	53.1	29,900	42,820	1,954,564	48.4	13,017	18,064	.0961	.0962
LIMA	158.7	159.1	.3	59.7	6.1	2,514,792	47.6	29,421	42,124	1,520,165	46.2	17,959	25,463	.0596	.0579
Allen	113.6	112.8	[illegible]	42.4	1.9	1,791,879	46.0	29,512	42,261	1,226,125	47.2	20,023	28,918	.0445	.0430
Auglaize	45.1	46.3	2.7	17.3	6.1	722,913	51.9	29,190	41,787	294,040	42.1	12,691	16,997	.0151	.0149
LORAIN–ELYRIA	273.4	270.0	-1.2	98.7	1.5	4,727,802	45.4	33,449	47,901	2,062,355	43.3	14,803	20,895	.1015	.0970
Lorain	273.4	270.0	-1.2	98.7	1.5	4,727,802	45.4	33,449	47,901	2,062,355	43.3	14,803	20,895	.1015	.0970
MANSFIELD	129.1	126.8	-1.8	49.3	.8	2,030,760	44.4	28,762	41,192	1,236,791	44.4	17,519	25,087	.0491	.0468
Richland	129.1	126.8	-1.8	49.3	.8	2,030,760	44.4	28,762	41,192	1,236,791	44.4	17,519	25,087	.0491	.0468
PARKERSBURG–MARIETTA	157.6	156.2	-.9	61.4	2.0	2,343,497	50.5	25,874	38,168	1,460,621	45.2	16,706	23,789	.0566	.0551
Washington	65.6	65.9	.5	24.9	3.8	916,968	48.6	25,719	36,826	481,942	40.7	14,277	19,355	.0216	.0209
Wood, W. Va.	92.0	90.3	-1.8	36.5	.8	1,426,529	51.7	25,976	39,083	978,679	47.6	18,317	26,813	.0350	.0342
STEUBENVILLE–WEIRTON	151.0	147.3	-2.5	57.3	.5	2,254,484	47.2	26,877	39,245	1,079,893	41.4	13,295	18,846	.0511	.0489
Jefferson	84.0	81.9	-2.5	31.7	.3	1,234,430	43.7	27,191	38,941	553,886	34.8	13,002	17,473	.0283	.0264
Brooke, W. Va.	28.6	27.9	-2.4	10.6	1.0	372,274	51.9	23,342	35,120	185,389	49.4	11,816	17,490	.0085	.0085
Hancock, W. Va.	38.4	37.5	-2.3	15.0	.7	647,780	51.5	28,702	43,185	340,618	49.0	15,341	22,708	.0143	.0140
TOLEDO	615.6	612.4	-.5	239.1	2.2	10,681,549	46.4	31,175	44,674	7,016,535	47.1	20,377	29,346	.2560	.2475
Fulton	41.0	42.5	3.7	15.5	6.9	731,214	53.0	32,949	47,175	320,924	48.7	14,884	20,705	.0151	.0149
Lucas	461.8	455.0	-1.5	182.8	1.3	7,966,060	45.0	30,431	43,578	5,537,240	46.3	20,974	30,291	.1962	.1883
Wood	112.8	114.9	1.9	40.8	4.6	1,984,275	49.8	33,961	48,634	1,158,371	51.1	19,638	28,391	.0447	.0443
YOUNGSTOWN–WARREN	508.4	495.8	-2.5	191.6	.2	8,071,388	43.4	29,417	42,126	4,189,007	40.1	15,630	21,863	.1875	.1760
Mahoning	274.9	268.1	-2.5	104.2	.2	3,845,512	43.5	25,769	36,905	2,319,689	39.8	15,960	22,262	.0962	.0902
Trumbull	233.5	227.7	-2.5	87.4	.1	4,225,876	43.4	33,763	48,351	1,869,318	40.5	15,238	21,389	.0913	.0858
TOTAL METRO COUNTIES	8,567.3	8,558.2	-.1	3,362.2	2.7	150,461,043	47.1	31,237	44,751	82,384,499	46.0	17,230	24,888	3.3942	3.2947
TOTAL STATE	10,896.1	10,899.5	.0	4,260.7	2.8	184,485,283	47.2	30,348	43,496	96,489,588	45.0	16,127	22,753	4.1417	4.0029

OKLAHOMA

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BPI 1988	BPI 1993
ENID	61.1	59.6	-2.5	23.7	-.4	878,612	44.0	25,628	37,072	503,212	29.0	16,394	21,233	.0222	.0203
Garfield	61.1	59.6	-2.5	23.7	-.4	878,612	44.0	25,628	37,072	503,212	29.0	16,394	21,233	.0222	.0203
LAWTON	119.1	121.1	1.7	40.4	3.6	1,562,953	49.8	26,748	38,687	822,421	35.5	15,365	20,357	.0377	.0361
Comanche	119.1	121.1	1.7	40.4	3.6	1,562,953	49.8	26,748	38,687	822,421	35.5	15,365	20,357	.0377	.0361
OKLAHOMA CITY	982.8	1,045.8	6.5	406.7	7.7	15,707,906	56.0	26,669	38,623	10,030,117	42.6	19,539	25,867	.3788	.3782
Canadian	75.8	87.5	15.4	30.0	17.2	1,261,203	69.5	29,066	42,040	583,119	51.8	15,010	19,437	.0252	.0273
Cleveland	164.7	182.5	10.8	67.4	13.3	2,747,080	64.1	28,181	40,758	1,931,680	59.8	20,349	28,660	.0627	.0673
Logan	31.0	32.9	6.1	11.5	8.3	416,945	52.6	25,069	36,256	126,373	36.6	8,406	10,989	.0087	.0086
McClain	25.8	28.8	11.6	10.0	11.1	344,425	60.7	23,814	34,443	143,845	63.9	11,108	14,385	.0074	.0078
Oklahoma	625.9	651.0	4.0	264.5	5.6	10,193,896	52.8	26,651	38,548	7,309,793	38.5	21,079	27,636	.2560	.2491
Pottawatomie	60.6	63.1	4.1	23.3	4.5	742,357	51.1	22,029	31,861	425,307	35.4	14,086	18,254	.0188	.0179
TULSA	747.4	793.1	6.1	311.3	7.9	11,827,043	56.0	26,264	37,992	6,189,067	39.8	15,249	19,788	.2653	.2636
Creek	72.5	79.9	10.2	28.8	11.2	995,667	60.8	23,902	34,572	397,953	44.0	10,670	13,818	.0211	.0217
Osage	41.9	43.0	2.6	15.9	3.2	559,429	49.3	24,326	35,184	95,761	33.7	4,631	6,023	.0108	.0106
Rogers	58.7	65.5	11.6	22.6	12.4	870,337	62.6	26,627	38,510	234,758	45.6	8,021	10,388	.0165	.0172
Tulsa	520.6	544.5	4.6	223.6	6.8	8,575,763	54.5	26,516	38,353	5,324,047	38.4	18,386	23,811	.2031	.1992
Wagoner	53.7	60.2	12.1	20.4	14.0	825,849	64.8	27,989	40,483	106,548	47.6	4,033	5,223	.0138	.0149

S&MM ESTIMATES	**POPULATION**					**EFFECTIVE BUYING INCOME**				**RETAIL SALES**				**BUYING POWER INDEX**	
METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
TOTAL METRO COUNTIES	**1,948.0**	**2,059.5**	**5.7**	**796.0**	**7.3**	**30,311,876**	**55.3**	**26,312**	**38,080**	**18,121,694**	**40.6**	**17,377**	**22,766**	**.7120**	**.7063**
TOTAL STATE	**3,317.5**	**3,459.3**	**4.3**	**1,328.2**	**5.7**	**46,485,624**	**53.1**	**24,156**	**34,999**	**26,817,349**	**39.7**	**15,272**	**20,191**	**1.1148**	**1.0941**

OREGON

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Avg. Household EBI 1988	Avg. Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BPI 1988	BPI 1993
EUGENE-SPRINGFIELD	**268.1**	**261.5**	**-2.5**	**107.0**	**.3**	**4,311,618**	**51.1**	**26,747**	**40,295**	**2,329,283**	**43.4**	**15,225**	**21,769**	**.0979**	**.0951**
Lane	268.1	261.5	-2.5	107.0	.3	4,311,618	51.1	26,747	40,295	2,329,283	43.4	15,225	21,769	.0979	.0951
MEDFORD	**144.2**	**149.7**	**3.8**	**58.9**	**6.5**	**2,224,713**	**60.5**	**25,073**	**37,771**	**1,275,664**	**48.0**	**15,583**	**21,658**	**.0501**	**.0510**
Jackson	144.2	149.7	3.8	58.9	6.5	2,224,713	60.5	25,073	37,771	1,275,664	48.0	15,583	21,658	.0501	.0510
PORTLAND	**1,179.3**	**1,212.9**	**2.8**	**493.3**	**5.1**	**24,685,246**	**59.0**	**33,096**	**50,041**	**13,857,028**	**54.9**	**19,064**	**28,090**	**.5123**	**.5280**
Clackamas	264.1	274.9	4.1	103.0	7.1	5,304,942	61.3	34,191	51,504	2,133,196	53.6	14,434	20,711	.1004	.1043
Multnomah	568.3	567.7	–.1	248.5	2.3	11,177,331	54.0	29,860	44,979	7,387,691	51.5	20,073	29,729	.2536	.2541
Washington	287.6	309.5	7.6	119.5	9.8	7,257,115	65.4	40,318	60,729	3,861,186	62.7	21,817	32,311	.1382	.1490
Yamhill	59.3	60.8	2.5	22.3	5.2	945,858	58.5	28,156	42,415	474,955	55.8	14,380	21,298	.0201	.0206
PORTLAND-VANCOUVER CONSOLIDATED AREA	***1,395.9***	***1,442.4***	***3.3***	***581.7***	***5.6***	***28,653,102***	***58.2***	***32,895***	***49,258***	***15,334,232***	***54.5***	***18,031***	***26,361***	***.5898***	***.6064***
SALEM	**268.5**	**276.8**	**3.1**	**107.1**	**5.9**	**4,246,571**	**59.6**	**26,322**	**39,651**	**2,018,719**	**47.8**	**13,508**	**18,849**	**.0901**	**.0917**
Marion	220.4	227.5	3.2	88.1	6.0	3,480,372	59.7	26,225	39,505	1,870,342	48.4	15,170	21,230	.0765	.0778
Polk	48.1	49.3	2.5	19.0	5.6	766,199	59.0	26,771	40,326	148,377	41.3	5,835	7,809	.0136	.0139
TOTAL METRO COUNTIES	**1,860.1**	**1,900.9**	**2.2**	**766.3**	**4.6**	**35,468,148**	**58.1**	**30,630**	**46,285**	**19,480,694**	**52.2**	**17,475**	**25,422**	**.7504**	**.7658**
TOTAL STATE	**2,755.6**	**2,804.9**	**1.8**	**1,120.1**	**4.3**	**48,832,784**	**57.4**	**28,872**	**43,597**	**26,795,391**	**51.2**	**16,497**	**23,922**	**1.0531**	**1.0688**

PENNSYLVANIA

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Avg. Household EBI 1988	Avg. Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BPI 1988	BPI 1993
ALLENTOWN-BETHLEHEM	**674.3**	**694.9**	**3.1**	**275.6**	**5.8**	**13,047,254**	**48.4**	**33,734**	**47,342**	**6,871,497**	**48.7**	**17,731**	**24,933**	**.2822**	**.2778**
Carbon	55.4	56.3	1.6	22.7	4.1	836,211	46.1	26,248	36,837	297,465	41.3	9,657	13,104	.0175	.0171
Lehigh	286.6	294.2	2.7	120.1	5.4	6,095,444	48.0	36,157	50,753	3,991,186	50.8	23,236	33,232	.1388	.1370
Northampton	242.7	251.4	3.6	97.7	6.3	4,226,078	49.2	30,818	43,256	1,627,263	43.4	12,348	16,656	.0864	.0846
Warren, N. J.	*89.6*	*93.0*	*3.8*	*35.1*	*6.4*	*1,889,621*	*49.0*	*38,439*	*53,835*	*955,583*	*52.0*	*19,057*	*27,225*	*.0395*	*.0391*
ALTOONA	**133.2**	**130.5**	**-2.0**	**50.8**	**.4**	**1,896,038**	**40.9**	**26,587**	**37,224**	**1,276,396**	**43.6**	**17,568**	**25,126**	**.0490**	**.0460**
Blair	133.2	130.5	-2.0	50.8	.4	1,896,038	40.9	26,587	37,324	1,276,396	43.6	17,568	25,126	.0490	.0460
BEAVER COUNTY	**192.0**	**187.2**	**-2.5**	**71.4**	**–.1**	**3,007,714**	**40.2**	**30,007**	**42,125**	**1,319,883**	**37.1**	**13,469**	**18,486**	**.0682**	**.0630**
Beaver	192.0	187.2	-2.5	71.4	–.1	3,007,714	40.2	30,007	42,125	1,319,883	37.1	13,469	18,486	.0682	.0630
ERIE	**282.8**	**282.4**	**–.1**	**106.7**	**2.4**	**4,787,464**	**43.7**	**31,966**	**44,868**	**2,402,517**	**43.6**	**16,059**	**22,517**	**.1077**	**.1026**
Erie	282.8	282.4	–.1	106.7	2.4	4,787,464	43.7	31,966	44,868	2,402,517	43.6	16,059	22,517	.1077	.1026
HARRISBURG-LEBANON-CARLISLE	**588.4**	**604.8**	**2.8**	**240.0**	**5.5**	**11,461,577**	**48.1**	**34,026**	**47,757**	**7,305,155**	**50.6**	**21,322**	**30,438**	**.2637**	**.2594**
Cumberland	194.3	202.0	4.0	78.5	6.9	4,098,480	50.1	37,195	52,210	3,057,207	53.0	27,231	38,945	.0969	.0970
Dauphin	238.8	241.7	1.2	100.4	3.8	4,854,250	45.7	34,446	48,349	2,839,816	48.5	19,778	28,285	.1087	.1057
Lebanon	113.6	116.1	2.2	44.1	5.0	1,829,039	47.4	29,551	41,475	1,196,370	50.2	18,970	27,129	.0441	.0432
Perry	41.7	45.0	7.9	17.0	10.4	679,808	54.9	28,494	39,989	211,762	48.4	9,268	12,457	.0130	.0135
JOHNSTOWN	**254.8**	**250.4**	**-1.7**	**94.0**	**.5**	**3,095,197**	**41.1**	**23,464**	**32,928**	**1,560,917**	**34.6**	**12,405**	**16,606**	**.0776**	**.0716**
Cambria	172.4	168.1	-2.5	62.7	–.2	2,093,835	40.1	23,790	33,394	1,098,577	33.4	13,116	17,521	.0534	.0488
Somerset	82.4	82.3	–.1	31.3	2.0	1,001,362	43.1	22,796	31,992	462,340	37.5	10,951	14,771	.0242	.0228
LANCASTER	**407.2**	**432.2**	**6.1**	**162.8**	**9.0**	**7,725,405**	**53.1**	**33,808**	**47,453**	**4,486,363**	**55.9**	**19,269**	**27,558**	**.1680**	**.1713**
Lancaster	407.2	432.2	6.1	162.8	9.0	7,725,405	53.1	33,608	47,453	4,486,363	55.9	19,269	27,558	.1680	.1713
PHILADELPHIA	**4,909.7**	**5,013.3**	**2.1**	**1,908.6**	**4.7**	**101,369,722**	**47.5**	**37,692**	**53,112**	**53,748,046**	**49.9**	**19,486**	**28,161**	**2.1747**	**2.1332**
Bucks	542.1	576.0	6.3	209.5	9.1	11,801,054	53.2	40,128	56,330	6,882,542	56.1	22,970	32,852	.2502	.2553
Chester	353.4	374.9	6.1	138.5	9.1	8,715,672	53.1	44,835	62,929	3,280,292	56.0	16,561	23,684	.1600	.1629
Delaware	570.5	579.1	1.5	221.1	4.1	12,014,001	46.2	38,711	54,337	6,972,235	48.9	22,050	31,534	.2658	.2589
Montgomery	683.6	705.7	3.2	270.6	6.0	17,002,036	48.8	44,761	62,831	11,075,961	51.6	28,620	40,931	.3756	.3724
Philadelphia	1,642.9	1,615.3	-1.7	646.7	.8	27,289,631	41.5	30,064	42,198	13,875,745	44.2	15,003	21,456	.6238	.5876
Burlington, N. J.	*399.9*	*420.6*	*5.2*	*147.4*	*8.1*	*9,599,420*	*51.5*	*46,498*	*65,125*	*3,874,862*	*50.8*	*18,850*	*26,288*	*.1828*	*.1829*
Camden, N. J.	*497.5*	*511.7*	*2.9*	*192.8*	*5.5*	*10,570,276*	*47.8*	*39,144*	*54,825*	*5,442,946*	*50.8*	*19,761*	*28,231*	*.2229*	*.2197*
Gloucester, N. J.	*219.8*	*230.0*	*4.6*	*82.0*	*7.3*	*4,377,632*	*50.3*	*38,115*	*53,386*	*2,343,463*	*52.4*	*20,134*	*28,579*	*.0936*	*.0935*
PHILADELPHIA-WILMINGTON-TRENTON CONSOLIDATED AREA	***5,942.1***	***6,082.0***	***2.4***	***2,304.5***	***4.9***	***124,378,447***	***47.8***	***38,315***	***53,972***	***65,230,062***	***50.1***	***19,787***	***28,306***	***2.6468***	***2.6034***
PITTSBURGH	**2,109.1**	**2,060.0**	**-2.3**	**831.8**	**.1**	**35,839,726**	**40.5**	**30,697**	**43,067**	**18,321,198**	**38.3**	**15,944**	**22,026**	**.8291**	**.7682**
Allegheny	1,360.5	1,326.8	-2.5	547.9	.0	24,541,806	40.3	31,912	44,792	12,879,138	38.9	16,917	23,506	.5650	.5237
Fayette	153.9	150.1	-2.5	57.0	.0	1,824,131	40.4	22,796	32,002	964,172	32.2	12,796	16,915	.0470	.0429
Washington	213.4	210.0	-1.6	81.7	.9	3,422,513	41.6	29,845	41,891	1,473,153	37.3	13,247	18,031	.0765	.0710
Westmoreland	381.3	373.1	-2.2	145.2	.3	6,051,276	40.8	29,686	41,675	3,004,735	38.2	15,011	20,694	.1406	.1306
PITTSBURGH-BEAVER VALLEY CONSOLIDATED AREA	***2,301.1***	***2,247.2***	***-2.3***	***903.2***	***.1***	***38,847,440***	***40.5***	***30,643***	***43,011***	***19,641,081***	***38.2***	***15,748***	***21,746***	***.8973***	***.8312***
READING	**329.4**	**337.5**	**2.5**	**135.4**	**5.2**	**6,129,370**	**47.7**	**32,251**	**45,269**	**3,952,484**	**50.5**	**20,411**	**29,191**	**.1423**	**.1402**
Berks	329.4	337.5	2.5	135.4	5.2	6,129,370	47.7	32,251	45,269	3,952,484	50.5	20,411	29,191	.1423	.1402
SCRANTON-WILKES-BARRE	**736.4**	**738.7**	**.3**	**291.9**	**3.0**	**11,537,324**	**44.6**	**28,134**	**39,525**	**6,763,180**	**45.3**	**16,421**	**23,170**	**.2749**	**.2634**
Columbia	62.7	62.5	–.3	23.7	2.6	890,835	44.0	26,784	37,588	428,818	42.0	13,072	18,094	.0207	.0197
Lackawanna	222.3	218.7	-1.6	86.1	.8	3,477,563	41.5	28,777	40,390	2,219,149	44.2	18,023	25,774	.0862	.0812
Luzerne	331.9	324.9	-2.1	129.7	.3	5,017,267	40.8	27,556	38,684	3,000,633	43.5	16,176	23,135	.1232	.1156
Monroe	90.2	101.8	12.9	41.0	16.1	1,687,145	63.0	29,318	41,150	918,740	54.7	16,829	22,408	.0350	.0372
Wyoming	29.3	30.8	5.1	11.4	9.6	464,514	53.8	29,035	40,747	195,840	52.1	12,382	17,179	.0098	.0097

PA. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	EFFECTIVE BUYING INCOME 1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	RETAIL SALES 1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BUYING POWER INDEX 1988	BUYING POWER INDEX 1993
SHARON	124.7	121.6	-2.5	46.1	.0	1,906,920	40.4	29,466	41,365	840,160	33.4	13,657	18,225	.0437	.0401
Mercer	124.7	131.6	-2.5	46.1	.0	1,906,920	40.4	29,466	41,365	840,160	33.4	13,657	18,225	.0437	.0401
STATE COLLEGE	118.0	120.2	1.9	42.3	5.0	1,695,680	47.3	28,560	40,087	971,149	43.6	16,785	22,959	.0408	.0392
Centre	118.0	120.2	1.9	42.3	5.0	1,695,680	47.3	28,560	40,087	971,149	43.6	16,785	22,959	.0408	.0392
WILLIAMSPORT	118.5	117.4	-.9	45.0	1.4	1,795,112	42.3	28,419	39,891	1,036,483	42.8	16,353	23,033	.0434	.0410
Lycoming	118.5	117.4	-.9	45.0	1.4	1,795,112	42.3	28,419	39,891	1,036,483	42.8	16,353	23,033	.0434	.0410
YORK	406.4	419.3	3.2	163.4	5.9	7,432,869	48.7	32,405	45,489	3,380,150	47.4	14,860	20,686	.1563	.1535
Adams	72.3	74.2	2.6	27.5	5.4	1,221,777	47.9	31,651	44,428	407,739	48.0	10,555	14,827	.0244	.0238
York	334.1	345.1	3.3	135.9	6.0	6,211,092	48.8	32,559	45,703	2,972,411	47.3	15,736	21,872	.1319	.1297
TOTAL METRO COUNTIES	10,178.1	10,255.1	.8	4,008.5	3.3	186,290,523	45.5	33,001	46,474	101,618,724	46.5	17,881	25,351	4.1818	4.0353
TOTAL STATE	12,045.8	12,136.9	.8	4,726.4	3.3	213,366,141	45.4	32,069	45,143	114,777,147	45.9	17,193	24,284	4.8067	4.6225

RHODE ISLAND

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BPI 1988	BPI 1993
PROVIDENCE-PAWTUCKET-WOONSOCKET	908.7	933.0	2.7	351.0	4.6	17,494,916	50.0	34,766	49,843	9,660,119	51.5	19,008	27,522	.3805	.3781
Bristol	48.3	49.3	2.1	16.9	3.0	929,223	47.7	38,371	54,984	325,094	48.9	13,315	19,236	.0182	.0178
Kent	164.7	170.4	3.5	62.9	5.4	3,349,762	51.0	37,161	53,255	2,235,395	52.2	24,599	35,539	.0764	.0764
Providence	589.0	599.3	1.7	230.2	3.7	11,081,867	48.6	33,594	48,140	5,748,357	49.8	17,285	24,971	.2395	.2356
Washington	106.7	114.0	6.8	41.0	9.6	2,134,064	57.1	36,322	52,050	1,351,273	58.4	22,613	32,958	.0464	.0483
TOTAL METRO COUNTIES	908.7	933.0	2.7	351.0	4.6	17,494,916	50.0	34,766	49,843	9,660,119	51.5	19,008	27,522	.3805	.3781
TOTAL STATE	995.3	1,021.3	2.6	383.4	4.6	19,387,833	50.0	35,274	50,568	10,729,688	51.4	19,333	27,986	.4211	.4183

SOUTH CAROLINA

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BPI 1988	BPI 1993
ANDERSON	146.7	153.1	4.4	59.8	7.4	2,198,527	54.2	25,596	36,765	1,196,995	50.4	14,292	20,017	.0498	.0500
Anderson	146.7	153.1	4.4	59.8	7.4	2,198,527	54.2	25,596	36,765	1,196,995	50.4	14,292	20,017	.0498	.0500
CHARLESTON	513.6	552.5	7.6	194.8	10.4	7,752,748	58.0	27,801	39,799	4,678,234	53.2	17,301	24,016	.1774	.1831
Berkeley	136.7	159.1	16.4	54.6	19.5	1,987,404	71.6	25,343	36,399	508,323	65.0	6,741	9,310	.0355	.0399
Charleston	294.4	297.5	1.1	107.1	3.9	4,449,122	49.2	28,922	41,542	3,632,713	50.2	23,451	33,919	.1168	.1150
Dorchester	82.5	95.9	16.2	33.1	19.5	1,316,222	71.6	27,685	39,765	537,198	63.9	11,835	16,230	.0251	.0282
CHARLOTTE-GASTONIA-ROCK HILL	1,113.1	1,193.1	7.2	465.2	10.5	21,028,207	57.4	31,722	45,203	12,953,805	59.2	19,321	27,846	.4567	.4762
York	127.2	138.7	9.0	50.7	12.2	2,161,412	61.1	29,682	42,631	1,189,659	62.2	16,224	23,465	.0456	.0485
Cabarrus, N. C.	*95.1*	*99.8*	*4.9*	*38.3*	*8.2*	*1,626,459*	*53.8*	*29,872*	*42,466*	*1,005,877*	*55.7*	*18,250*	*26,263*	*.0367*	*.0374*
Gaston, N. C.	*173.7*	*179.4*	*3.3*	*67.9*	*6.4*	*2,898,379*	*51.3*	*30,024*	*42,686*	*1,718,663*	*53.2*	*17,588*	*25,312*	*.0658*	*.0660*
Lincoln, N. C.	*49.2*	*53.1*	*7.9*	*20.3*	*11.5*	*904,423*	*58.5*	*31,344*	*44,553*	*313,124*	*58.5*	*10,858*	*15,425*	*.0170*	*.0177*
Mecklenburg, N. C.	*478.1*	*520.9*	*9.0*	*211.9*	*12.3*	*10,276,517*	*59.7*	*34,110*	*48,497*	*6,897,413*	*61.6*	*22,618*	*32,550*	*.2217*	*.2348*
Rowan, N. C.	*105.8*	*109.5*	*3.5*	*43.6*	*6.6*	*1,721,845*	*51.6*	*27,777*	*39,492*	*1,140,559*	*53.4*	*18,177*	*26,160*	*.0407*	*.0410*
Union, N. C.	*84.0*	*91.7*	*9.2*	*32.5*	*12.5*	*1,439,172*	*59.9*	*31,148*	*44,282*	*688,510*	*61.8*	*14,721*	*21,185*	*.0292*	*.0308*
COLUMBIA	465.8	498.3	7.0	187.7	10.3	8,776,518	58.3	32,602	46,758	4,533,429	56.5	17,026	24,153	.1812	.1882
Lexington	180.5	203.6	12.8	78.1	16.0	3,505,766	66.7	31,251	44,888	1,384,618	64.2	12,532	17,729	.0644	.0704
Richland	285.3	294.7	3.3	109.6	6.6	5,270,752	53.1	33,485	48,091	3,148,811	53.4	19,969	28,730	.1168	.1178
FLORENCE	121.7	126.4	3.9	45.7	6.8	1,595,388	53.4	24,306	34,910	1,224,990	53.4	18,661	26,805	.0414	.0418
Florence	121.7	126.4	3.9	45.7	6.8	1,595,388	53.4	24,306	34,910	1,224,990	53.4	18,661	26,805	.0414	.0418
GREENVILLE-SPARTANBURG	625.4	654.5	4.7	255.1	7.7	9,994,575	54.7	27,274	39,179	6,428,500	55.1	17,496	25,200	.2319	.2365
Greenville	316.6	331.8	4.8	131.6	7.8	5,054,358	54.8	26,740	38,407	3,769,475	55.9	19,804	28,643	.1232	.1259
Pickens	90.4	96.1	6.3	35.2	9.7	1,473,233	57.5	29,140	41,853	616,965	52.5	12,600	17,527	.0300	.0308
Spartanburg	218.4	226.6	3.8	88.3	6.8	3,466,984	53.4	27,337	39,264	2,042,060	54.4	15,990	23,126	.0787	.0798
TOTAL METRO COUNTIES	2,122.2	2,254.3	6.2	844.8	9.2	34,604,111	56.8	28,526	40,961	20,232,863	55.2	16,857	23,950	.7703	.7929
TOTAL STATE	3,511.0	3,712.2	5.7	1,380.8	8.8	53,787,984	56.7	27,058	38,954	31,427,796	55.5	15,932	22,761	1.2138	1.2485

SOUTH DAKOTA

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BPI 1988	BPI 1993
RAPID CITY	79.9	85.4	6.9	33.9	9.7	1,483,514	56.0	30,782	43,761	1,014,188	49.0	22,023	29,917	.0346	.0348
Pennington	79.9	85.4	6.9	33.9	9.7	1,483,514	56.0	30,782	43,761	1,014,188	49.0	22,023	29,917	.0346	.0348
SIOUX FALLS	127.8	137.2	7.4	55.8	10.3	2,620,667	56.8	33,036	46,965	1,476,256	47.5	19,781	26,456	.0559	.0568
Minnehaha	127.8	137.2	7.4	55.8	10.3	2,620,667	56.8	33,036	46,965	1,476,256	47.5	19,781	26,456	.0559	.0568
TOTAL METRO COUNTIES	207.7	222.6	7.2	89.7	10.1	4,104,181	56.5	32,181	45,755	2,490,444	48.1	20,631	27,764	.0905	.0916
TOTAL STATE	722.5	738.3	2.2	281.3	4.3	10,732,177	49.2	26,657	38,152	6,250,990	45.9	15,878	22,220	.2541	.2486

TENNESSEE

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BPI 1988	BPI 1993
CHATTANOOGA	437.4	441.9	1.0	172.6	3.7	6,838,365	49.8	27,434	39,620	4,313,698	50.0	17,277	24,992	.1623	.1599
Hamilton	291.1	291.9	.3	117.3	3.1	4,910,627	50.5	28,673	41,864	3,265,053	50.3	19,090	27,835	.1165	.1151
Marion	25.8	26.5	2.7	10.1	3.2	317,845	53.6	21,556	31,470	138,086	43.1	10,053	13,672	.0070	.0071
Sequatchie	9.1	9.4	3.3	3.6	9.1	124,693	59.2	23,735	34,637	53,245	59.0	10,146	14,790	.0026	.0026
Catoosa, Ga.	*41.4*	*43.6*	*5.3*	*16.0*	*8.1*	*386,446*	*50.8*	*26,280*	*36,653*	*425,594*	*54.1*	*18,657*	*26,600*	*.0147*	*.0148*
Dade, Ga.	*12.9*	*13.1*	*1.6*	*4.3*	*.0*	*126,854*	*39.5*	*21,150*	*29,501*	*57,295*	*33.6*	*9,975*	*13,324*	*.0034*	*.0030*
Walker, Ga.	*57.1*	*57.4*	*.5*	*21.3*	*2.9*	*771,900*	*43.5*	*25,986*	*36,239*	*374,425*	*46.7*	*12,330*	*17,579*	*.0180*	*.0173*
CLARKSVILLE-HOPKINSVILLE	159.2	163.8	2.9	57.3	6.3	2,340,828	56.3	27,780	40,853	1,264,189	48.5	15,796	22,863	.0530	.0525
Montgomery	94.7	100.9	6.5	37.1	10.1	1,476,187	60.7	27,254	39,789	731,784	49.2	14,552	19,725	.0317	.0325
Christian, Ky.	*64.5*	*62.9*	*-2.5*	*20.2*	*.0*	*864,641*	*49.4*	*28,656*	*42,804*	*532,405*	*47.5*	*17,871*	*24,357*	*.0213*	*.0207*
JACKSON	78.5	79.9	1.8	31.5	5.0	1,254,511	53.3	27,276	39,826	1,005,979	53.1	21,902	31,936	.0319	.0319
Madison	78.5	79.9	1.8	31.5	5.0	1,254,511	53.3	27,276	39,326	1,005,979	53.1	21,902	31,936	.0319	.0319

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hslds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
JOHNSON CITY–KINGSPORT–BRISTOL	**451.4**	**459.1**	**1.7**	**177.8**	**4.1**	**6,962,542**	**50.8**	**27,034**	**39,159**	**3,885,268**	**49.9**	**15,170**	**21,852**	**.1598**	**.1575**
Carter	51.4	51.9	1.0	20.6	3.0	676,766	50.4	22,502	32,853	196,736	37.4	7,159	9,551	.0141	.0137
Hawkins	47.3	49.0	3.6	18.7	6.3	764,866	55.1	28,017	40,902	206,483	50.5	7,797	11,042	.0143	.0144
Sullivan	148.7	150.3	1.1	60.9	3.9	2,492,314	51.7	28,029	40,925	1,638,462	48.8	18,787	26,904	.0590	.0584
Unicoi	16.7	16.8	.6	6.6	3.1	250,038	50.6	25,950	37,885	51,951	35.1	6,009	7,871	.0048	.0046
Washington	93.5	95.9	2.6	37.0	5.7	1,429,407	54.3	26,460	38,633	967,039	54.1	17,925	26,136	.0343	.0346
Bristol city, Va.	*18.1*	*17.7*	*–2.2*	*7.3*	*.0*	*276,627*	*40.2*	*27,025*	*37,894*	*388,590*	*56.4*	*34,037*	*53,232*	*.0093*	*.0090*
Scott, Va.	*25.3*	*25.3*	*.0*	*8.9*	*1.1*	*368,961*	*41.8*	*29,573*	*41,456*	*187,883*	*44.5*	*14,770*	*21,110*	*.0086*	*.0081*
Washington, Va.	*50.4*	*52.2*	*3.6*	*17.8*	*4.1*	*703,563*	*45.9*	*28,194*	*39,526*	*248,104*	*48.8*	*9,732*	*13,938*	*.0149*	*.0147*
KNOXVILLE	**605.7**	**625.8**	**3.3**	**252.4**	**6.4**	**10,365,260**	**55.0**	**28,176**	**41,067**	**7,222,920**	**54.2**	**19,741**	**28,617**	**.3436**	**.3483**
Anderson	70.6	71.9	1.8	29.2	5.0	1,374,151	53.4	32,231	47,060	686,724	52.0	16,251	23,518	.0286	.0287
Blount	86.6	91.0	5.1	35.8	8.2	1,359,726	57.9	26,015	37,981	910,262	56.2	17,603	25,426	.0317	.0329
Grainger	17.6	17.9	1.7	6.8	4.6	185,247	52.7	18,658	27,242	29,656	36.2	3,350	4,361	.0037	.0038
Jefferson	34.6	36.3	4.9	13.6	7.9	567,883	57.6	28,603	41,756	134,334	43.3	7,440	9,878	.0104	.0107
Knox	333.0	339.9	2.1	140.0	4.9	5,986,330	53.2	29,288	42,760	4,737,035	53.0	23,206	33,836	.1473	.1484
Sevier	50.5	55.5	9.9	21.7	13.6	741,639	65.9	23,408	34,177	692,768	65.7	21,894	31,925	.0190	.0208
Union	12.8	13.3	3.9	5.3	10.4	150,284	61.2	19,428	28,355	32,141	55.4	4,308	6,064	.0029	.0030
MEMPHIS	**981.2**	**1,015.3**	**3.5**	**379.6**	**6.4**	**16,165,958**	**55.5**	**29,157**	**42,587**	**10,614,466**	**55.0**	**19,207**	**27,962**	**.3742**	**.3814**
Shelby	826.1	849.7	2.9	322.4	5.9	14,058,702	54.6	29,865	43,606	9,407,845	54.4	20,012	29,181	.3267	.3314
Tipton	37.0	39.2	5.9	13.9	8.6	487,118	58.6	24,002	35,044	145,771	41.4	8,056	10,487	.0098	.0100
Crittenden, Ark.	*50.7*	*51.0*	*.6*	*17.5*	*2.9*	*556,401*	*48.6*	*22,078*	*31,794*	*694,923*	*61.3*	*25,347*	*39,710*	*.0181*	*.0183*
De Soto, Miss.	*67.4*	*75.4*	*11.9*	*25.8*	*15.7*	*1,063,737*	*71.1*	*27,876*	*41,230*	*365,927*	*65.3*	*9,928*	*14,183*	*.0195*	*.0217*
NASHVILLE	**985.0**	**1,063.9**	**8.0**	**413.6**	**10.8**	**19,982,685**	**62.1**	**33,040**	**48,314**	**9,644,396**	**53.4**	**16,849**	**23,318**	**.3959**	**.4146**
Cheatham	28.2	32.0	13.5	11.1	15.6	455,171	68.8	28,086	41,006	103,287	56.6	6,872	9,305	.0079	.0085
Davidson	512.7	533.0	4.0	221.6	7.1	10,641,051	56.3	32,891	48,019	6,824,513	53.2	21,326	30,797	.2341	.2390
Dickson	34.9	37.7	8.0	14.2	10.9	579,945	62.0	27,974	40,841	237,229	51.0	12,272	16,706	.0116	.0120
Robertson	42.9	46.2	7.7	16.8	10.5	716,782	61.4	29,222	42,666	216,218	48.0	9,612	12,870	.0134	.0139
Rutherford	112.1	129.6	15.6	47.8	19.5	2,426,463	74.5	34,769	50,763	799,643	56.4	12,778	16,729	.0411	.0459
Sumner	103.3	113.2	9.6	40.7	12.4	1,846,599	64.1	31,076	45,371	583,350	51.9	10,612	14,333	.0338	.0357
Williamson	80.4	93.4	16.2	32.4	19.1	1,954,422	73.9	41,316	60,322	492,858	55.1	11,686	15,212	.0305	.0343
Wilson	70.5	78.8	11.8	29.0	15.1	1,362,252	68.0	32,174	46,974	387,288	54.9	9,918	13,355	.0235	.0253
TOTAL METRO COUNTIES	**3,310.6**	**3,451.1**	**4.2**	**1,345.7**	**7.2**	**58,591,019**	**56.7**	**29,767**	**43,539**	**34,675,770**	**53.0**	**18,049**	**25,768**	**1.2923**	**1.3192**
TOTAL STATE	**4,948.2**	**5,130.9**	**3.7**	**1,986.4**	**6.6**	**81,494,784**	**56.0**	**28,043**	**41,026**	**44,386,820**	**51.5**	**15,699**	**22,305**	**1.7876**	**1.8132**

TEXAS

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hslds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
ABILENE	**124.9**	**131.7**	**5.4**	**48.8**	**8.0**	**1,890,496**	**53.7**	**27,219**	**38,740**	**1,748,760**	**50.1**	**25,778**	**35,835**	**.0515**	**.0518**
Taylor	124.9	131.7	5.4	48.8	8.0	1,890,496	53.7	27,219	38,740	1,748,760	50.1	25,778	35,835	.0515	.0518
AMARILLO	**197.0**	**209.1**	**6.1**	**81.0**	**8.1**	**3,555,330**	**55.1**	**30,603**	**43,893**	**2,154,623**	**48.5**	**19,376**	**26,600**	**.0798**	**.0808**
Potter	104.3	106.8	2.4	42.4	4.2	1,519,725	48.3	25,185	35,843	1,561,663	49.9	25,601	36,832	.0442	.0437
Randall	92.7	102.3	10.4	38.6	12.9	2,035,605	60.6	37,050	52,736	592,960	44.9	11,968	15,362	.0356	.0371
AUSTIN	**746.1**	**867.3**	**16.2**	**342.2**	**19.3**	**15,351,953**	**69.8**	**31,525**	**44,862**	**7,528,567**	**53.8**	**17,063**	**22,000**	**.2972**	**.3239**
Hays	61.7	72.3	17.2	24.6	21.2	985,815	72.4	28,163	40,074	379,715	55.5	12,027	15,436	.0186	.0208
Travis	560.2	648.2	15.7	268.1	19.1	12,139,477	69.5	31,814	45,280	6,423,612	53.8	18,560	23,960	.2386	.2589
Williamson	124.2	146.8	18.2	49.5	19.6	2,226,661	70.2	31,605	44,983	725,240	53.8	11,392	14,651	.0400	.0442
BEAUMONT–PORT ARTHUR	**379.6**	**374.5**	**–1.2**	**137.0**	**.5**	**6,094,602**	**43.0**	**31,262**	**44,486**	**3,494,090**	**35.9**	**18,869**	**25,504**	**.1472**	**.1369**
Hardin	43.2	44.0	1.9	15.0	2.7	615,916	46.2	28,850	41,061	240,496	32.7	12,414	16,033	.0136	.0129
Jefferson	252.6	249.4	–1.3	93.4	.4	4,075,282	43.0	30,650	43,633	2,553,911	35.1	20,324	27,344	.1016	.0941
Orange	83.2	81.1	–2.5	28.6	–.3	1,403,404	41.8	34,473	49,070	699,683	39.8	17,438	24,464	.0320	.0299
BRAZORIA	**196.8**	**210.6**	**7.0**	**70.1**	**8.9**	**3,834,790**	**54.9**	**38,435**	**54,705**	**1,549,960**	**48.2**	**16,241**	**22,111**	**.0755**	**.0765**
Brazoria	196.8	210.6	7.0	70.1	8.9	3,834,790	54.9	38,435	54,705	1,549,960	48.2	16,241	22,111	.0755	.0765
BROWNSVILLE–HARLINGEN	**262.9**	**291.5**	**10.9**	**86.0**	**13.2**	**2,876,019**	**61.1**	**23,495**	**33,442**	**2,250,919**	**53.0**	**19,362**	**26,173**	**.0773**	**.0809**
Cameron	262.9	291.5	10.9	86.0	13.2	2,876,019	61.1	23,495	33,442	2,250,919	53.0	19,362	26,173	.0773	.0809
BRYAN–COLLEGE STATION	**124.9**	**141.4**	**13.2**	**53.5**	**16.8**	**2,234,804**	**66.3**	**29,349**	**41,772**	**1,322,968**	**54.8**	**18,663**	**24,728**	**.0477**	**.0510**
Brazos	124.9	141.4	13.2	53.5	16.8	2,234,804	66.3	29,349	41,772	1,322,968	54.8	18,663	24,728	.0477	.0510
CORPUS CHRISTI	**362.1**	**377.0**	**4.1**	**127.9**	**6.4**	**5,057,025**	**51.5**	**27,776**	**39,539**	**3,288,540**	**40.1**	**19,529**	**25,712**	**.1269**	**.1238**
Nueces	300.9	315.3	4.8	108.2	7.0	4,302,106	52.3	27,936	39,761	2,881,312	40.2	20,326	26,630	.1081	.1058
San Patricio	61.2	61.7	.8	19.7	3.1	754,919	46.7	26,933	38,321	407,228	39.3	15,309	20,671	.0188	.0180
DALLAS	**2,476.2**	**2,757.4**	**11.4**	**1,063.9**	**13.8**	**54,236,377**	**62.3**	**35,769**	**50,979**	**28,378,340**	**51.7**	**20,152**	**26,863**	**1.0901**	**1.1452**
Collin	229.7	270.6	17.8	90.8	19.9	5,655,784	70.7	43,761	62,288	2,403,697	68.3	18,816	26,472	.0987	.1112
Dallas	1,856.6	2,029.3	9.3	811.0	12.2	40,417,815	59.6	35,018	49,837	23,565,631	50.0	21,724	29,057	.8506	.8789
Denton	225.4	265.5	17.8	96.3	20.4	5,294,319	71.3	38,625	54,977	1,379,373	54.5	12,777	16,401	.0873	.0967
Ellis	82.1	95.4	16.2	32.3	17.0	1,356,586	66.5	29,512	42,000	485,684	50.2	11,715	15,037	.0257	.0280
Kaufman	55.0	63.9	16.2	21.8	16.6	861,933	65.9	27,777	39,538	378,480	49.6	13,525	17,361	.0175	.0188
Rockwall	27.4	32.7	19.3	11.7	20.6	649,940	71.7	39,035	55,550	165,475	34.8	11,019	14,143	.0103	.0116
DALLAS–FORT WORTH CONSOLIDATED AREA	***3,754.0***	***4,215.9***	***12.3***	***1,616.1***	***14.7***	***80,557,917***	***63.4***	***35,004***	***49,847***	***42,152,835***	***52.1***	***19,474***	***26,083***	***1.6169***	***1.7068***
EL PASO	**579.7**	**633.9**	**9.3**	**193.9**	**11.4**	**7,268,565**	**58.5**	**26,336**	**37,486**	**3,873,327**	**44.1**	**15,439**	**19,976**	**.1708**	**.1744**
El Paso	579.7	633.9	9.3	193.9	11.4	7,268,565	58.5	26,336	37,486	3,873,327	44.1	15,439	19,976	.1708	.1744
FORT WORTH–ARLINGTON	**1,277.8**	**1,458.5**	**14.1**	**552.2**	**16.5**	**26,321,540**	**65.9**	**33,495**	**47,667**	**13,574,495**	**53.0**	**18,731**	**26,583**	**.5268**	**.5616**
Johnson	96.8	112.5	16.2	39.6	17.9	1,726,193	67.7	30,629	43,591	783,067	61.7	14,412	19,774	.0335	.0368
Parker	62.9	73.2	16.4	26.7	18.1	1,153,607	68.1	30,360	43,206	358,892	51.6	10,473	13,442	.0207	.0226

TEXAS (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	EFFECTIVE BUYING INCOME 1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	RETAIL SALES 1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BUYING POWER INDEX 1988	BUYING POWER INDEX 1993
Tarrant	1,118.1	1,272.8	13.8	485.9	16.4	23,441,740	65.6	33,895	48,244	12,432,536	52.5	19,525	25,587	.4706	.5022
GALVESTON–TEXAS CITY	**214.8**	**223.3**	**4.0**	**83.2**	**6.0**	**3,860,380**	**50.8**	**32,602**	**46,399**	**2,033,387**	**44.6**	**17,915**	**24,440**	**.0849**	**.0837**
Galveston	214.8	223.3	4.0	83.2	6.0	3,860,380	50.8	32,602	46,399	2,033,387	44.6	17,915	24,440	.0849	.0837
HOUSTON	**3,197.1**	**3,422.5**	**7.1**	**1,285.4**	**9.2**	**61,719,261**	**55.6**	**33,705**	**48,016**	**33,137,581**	**42.9**	**19,714**	**25,780**	**1.3299**	**1.3334**
Fort Bend	200.1	234.3	17.1	76.2	19.8	4,341,364	70.5	40,029	56,973	1,056,072	53.8	10,797	13,859	.0701	.0777
Harris	2,740.1	2,897.0	5.7	1,111.3	8.1	53,024,319	53.9	33,524	47,714	30,102,654	41.8	20,662	27,088	1.1723	1.1613
Liberty	55.7	59.9	7.5	21.1	8.2	821,221	54.0	27,346	38,920	439,826	41.1	15,986	20,845	.0189	.0188
Montgomery	177.9	206.0	15.8	68.8	17.2	3,200,844	66.8	32,689	46,524	999,402	50.4	11,317	14,526	.0579	.0626
Waller	23.3	25.3	8.6	8.0	14.3	331,513	62.6	29,120	41,439	539,627	82.4	42,266	67,453	.0107	.0120
HOUSTON–GALVESTON–BRAZORIA CONSOLIDATED AREA	***3,608.7***	***3,856.4***	***6.9***	***1,438.7***	***9.0***	***69,414,431***	***55.3***	***33,870***	***48,248***	***36,720,928***	***43.2***	***19,437***	***25,534***	***1.4903***	***1.4926***
KILLEEN–TEMPLE	**248.9**	**267.9**	**7.6**	**90.7**	**10.6**	**3,824,611**	**57.5**	**29,606**	**42,168**	**1,827,674**	**48.8**	**14,975**	**20,151**	**.0823**	**.0842**
Bell	183.2	197.7	7.9	71.4	10.4	2,761,153	57.1	27,168	38,672	1,655,527	49.5	17,121	23,187	.0638	.0652
Coryell	65.7	70.2	6.8	19.3	11.6	1,063,458	58.8	38,720	55,101	172,147	43.2	6,950	8,920	.0185	.0190
LAREDO	**122.6**	**136.2**	**11.1**	**37.1**	**12.8**	**1,114,348**	**60.5**	**21,106**	**30,036**	**2,006,223**	**79.4**	**33,992**	**54,076**	**.0417**	**.0470**
Webb	122.6	136.2	11.1	37.1	12.8	1,114,348	60.5	21,106	30,036	2,006,223	79.4	33,992	54,076	.0417	.0470
LONGVIEW–MARSHALL	**169.1**	**177.6**	**5.0**	**65.8**	**6.8**	**2,616,916**	**52.1**	**27,939**	**39,771**	**1,922,402**	**42.7**	**21,869**	**29,216**	**.0667**	**.0651**
Gregg	111.7	117.8	5.5	44.5	7.5	1,802,674	53.0	28,464	40,510	1,511,353	43.1	25,513	33,963	.0478	.0467
Harrison	57.4	59.8	4.2	21.3	5.4	814,242	50.1	26,862	38,227	411,049	41.3	14,402	19,298	.0189	.0184
LUBBOCK	**224.5**	**228.6**	**1.8**	**83.6**	**4.1**	**3,300,007**	**48.2**	**27,735**	**39,474**	**2,201,041**	**36.8**	**20,042**	**26,328**	**.0841**	**.0800**
Lubbock	224.5	228.6	1.8	83.6	4.1	3,300,007	48.2	27,735	39,474	2,201,041	36.8	20,042	26,328	.0841	.0800
McALLEN–EDINBURG–MISSION	**376.6**	**435.3**	**15.6**	**122.5**	**17.8**	**3,614,072**	**67.6**	**20,729**	**29,503**	**2,887,759**	**54.1**	**18,018**	**23,574**	**.0999**	**.1076**
Hidalgo	376.6	435.3	15.6	122.5	17.8	3,614,072	67.6	20,729	29,503	2,887,759	54.1	18,018	23,574	.0999	.1076
MIDLAND	**112.5**	**130.0**	**15.6**	**48.6**	**17.7**	**2,627,385**	**67.5**	**37,984**	**54,061**	**1,950,894**	**64.5**	**28,715**	**40,142**	**.0563**	**.0621**
Midland	112.5	130.0	15.6	48.6	17.7	2,627,385	67.5	37,984	54,061	1,950,894	64.5	28,715	40,142	.0563	.0621
ODESSA	**127.3**	**130.6**	**2.6**	**48.5**	**4.8**	**2,279,006**	**49.1**	**33,014**	**46,990**	**2,169,257**	**51.3**	**30,961**	**44,727**	**.0614**	**.0610**
Ector	127.3	130.6	2.6	48.5	4.8	2,279,006	49.1	33,014	46,990	2,169,257	51.3	30,961	44,727	.0614	.0610
SAN ANGELO	**98.8**	**105.2**	**6.5**	**39.3**	**8.6**	**1,675,012**	**54.5**	**29,944**	**42,621**	**1,236,781**	**50.4**	**22,722**	**31,470**	**.0408**	**.0412**
Tom Green	98.8	105.2	6.5	39.3	8.6	1,675,012	54.5	29,944	42,621	1,236,781	50.4	22,722	31,470	.0408	.0412
SAN ANTONIO	**1,298.2**	**1,424.2**	**9.7**	**498.1**	**12.6**	**20,761,138**	**60.4**	**29,279**	**41,681**	**10,995,280**	**47.2**	**16,886**	**22,075**	**.4539**	**.4674**
Bexar	1,185.1	1,294.4	9.2	450.5	12.1	18,710,993	59.6	29,182	41,534	10,375,039	47.0	17,567	23,030	.4162	.4278
Comal	52.0	60.4	16.2	22.7	18.8	1,051,826	69.1	32,562	46,336	339,600	52.5	11,657	14,980	.0184	.0201
Guadalupe	61.1	69.4	13.6	24.9	16.4	998,319	65.6	28,170	40,093	280,741	49.3	8,784	11,275	.0183	.0195
SHERMAN–DENISON	**98.5**	**103.1**	**4.7**	**40.4**	**6.0**	**1,664,544**	**50.9**	**28,949**	**41,202**	**849,421**	**39.0**	**16,045**	**21,025**	**.0371**	**.0364**
Grayson	98.5	103.1	4.7	40.4	6.0	1,664,544	50.9	28,949	41,202	849,421	39.0	16,045	21,025	.0371	.0364
TEXARKANA	**122.3**	**126.9**	**3.8**	**47.8**	**5.8**	**1,707,633**	**51.1**	**24,999**	**35,734**	**1,209,126**	**47.4**	**18,153**	**25,296**	**.0482**	**.0429**
Bowie	83.0	86.9	4.7	33.0	6.8	1,153,897	52.0	24,571	34,967	930,890	49.7	20,128	28,209	.0304	.0304
Miller, Ark.	*39.3*	*40.0*	*1.8*	*14.8*	*3.5*	*553,736*	*49.4*	*25,922*	*37,414*	*278,236*	*40.1*	*13,885*	*18,800*	*.0138*	*.0125*
TYLER	**154.9**	**169.4**	**9.4**	**63.5**	**11.6**	**2,765,806**	**58.8**	**30,603**	**43,556**	**1,443,100**	**43.6**	**17,663**	**22,736**	**.0594**	**.0600**
Smith	154.9	169.4	9.4	63.5	11.6	2,765,806	58.8	30,603	43,556	1,443,100	43.6	17,663	22,736	.0594	.0600
VICTORIA	**76.4**	**79.2**	**3.7**	**27.7**	**6.1**	**1,151,280**	**51.0**	**29,206**	**41,562**	**798,929**	**37.9**	**22,200**	**28,842**	**.0291**	**.0282**
Victoria	76.4	79.2	3.7	27.7	6.1	1,151,280	51.0	29,206	41,562	798,929	37.9	22,200	28,842	.0291	.0282
WACO	**192.3**	**202.9**	**5.5**	**75.9**	**7.5**	**2,800,411**	**53.0**	**25,924**	**36,896**	**1,595,715**	**39.0**	**16,260**	**21,024**	**.0664**	**.0652**
McLennan	192.3	202.9	5.5	75.9	7.5	2,800,411	53.0	25,924	36,896	1,595,715	39.0	16,260	21,024	.0664	.0652
WICHITA FALLS	**126.2**	**127.3**	**.9**	**47.5**	**2.8**	**1,853,564**	**46.3**	**27,420**	**39,022**	**1,382,690**	**40.0**	**21,378**	**29,109**	**.0489**	**.0467**
Wichita	126.2	127.3	.9	47.5	2.8	1,853,564	46.3	27,420	39,022	1,382,690	40.0	21,378	29,109	.0489	.0467
TOTAL METRO COUNTIES	**13,649.1**	**14,903.1**	**9.2**	**5,447.3**	**11.6**	**247,503,139**	**59.0**	**31,885**	**45,436**	**138,733,713**	**47.8**	**19,218**	**25,468**	**5.2610**	**5.3057**
TOTAL STATE	**16,918.9**	**18,347.7**	**8.4**	**6,692.2**	**10.7**	**290,765,861**	**57.9**	**30,440**	**43,448**	**161,016,085**	**47.2**	**18,288**	**24,060**	**6.3730**	**6.5066**

UTAH

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BUYING POWER INDEX 1988	BUYING POWER INDEX 1993
PROVO–OREM	**250.0**	**261.1**	**4.4**	**71.8**	**5.6**	**2,734,850**	**57.3**	**25,566**	**38,090**	**1,461,817**	**45.8**	**14,745**	**20,360**	**.0670**	**.0673**
Utah	250.0	261.1	4.4	71.8	5.6	2,734,850	57.3	25,566	38,090	1,461,817	45.8	14,745	20,360	.0670	.0673
SALT LAKE CITY–OGDEN	**1,068.5**	**1,143.2**	**7.0**	**376.2**	**8.5**	**16,868,974**	**61.7**	**30,093**	**44,840**	**10,116,187**	**57.7**	**18,510**	**26,890**	**.3738**	**.3931**
Davis	187.0	209.0	11.8	59.5	13.5	2,637,053	69.2	29,746	44,320	1,317,806	63.8	15,357	22,148	.0552	.0605
Salt Lake	719.7	765.4	6.3	258.1	7.9	11,811,898	60.8	30,715	45,765	7,184,353	57.0	19,128	27,836	.2618	.2739
Weber	161.8	168.8	4.3	58.6	6.5	2,420,023	58.8	27,715	41,297	1,614,028	55.8	18,830	27,543	.0568	.0587
TOTAL METRO COUNTIES	**1,318.5**	**1,404.3**	**6.5**	**448.0**	**8.1**	**19,603,824**	**61.1**	**29,350**	**43,789**	**11,578,004**	**56.1**	**17,893**	**25,844**	**.4408**	**.4606**
TOTAL STATE	**1,719.3**	**1,833.4**	**6.6**	**578.1**	**7.9**	**24,752,135**	**60.8**	**28,724**	**42,816**	**13,846,723**	**54.8**	**16,485**	**23,952**	**.5537**	**.5766**

VERMONT

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BUYING POWER INDEX 1988	BUYING POWER INDEX 1993
BURLINGTON	**135.1**	**143.6**	**6.3**	**54.6**	**9.9**	**2,820,821**	**55.7**	**36,461**	**51,663**	**1,943,506**	**57.9**	**24,773**	**35,595**	**.0631**	**.0651**
Chittenden	129.8	137.9	6.2	52.6	10.0	2,738,783	55.9	36,759	52,068	1,927,410	58.1	25,508	36,643	.0615	.0636
Grand Isle	5.3	5.7	7.5	2.0	3.3	82,038	49.1	28,957	41,019	16,096	34.8	6,286	8,048	.0016	.0015
TOTAL METRO COUNTIES	**125.1**	**143.6**	**6.3**	**54.6**	**9.9**	**2,820,821**	**55.7**	**36,461**	**51,663**	**1,943,506**	**57.9**	**24,773**	**35,595**	**.0631**	**.0651**
TOTAL STATE	**556.8**	**580.7**	**4.3**	**227.4**	**7.7**	**9,880,494**	**53.8**	**30,635**	**43,480**	**6,899,342**	**54.6**	**21,143**	**30,360**	**.2823**	**.3282**

VIRGINIA

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BUYING POWER INDEX 1988	BUYING POWER INDEX 1993
CHARLOTTESVILLE	**126.1**	**133.3**	**5.7**	**52.4**	**8.9**	**2,511,011**	**53.3**	**34,059**	**47,920**	**1,788,972**	**61.3**	**23,056**	**34,141**	**.0573**	**.0589**
Albemarle	64.0	68.4	6.9	26.6	10.4	1,491,963	54.7	40,011	56,089	583,753	57.8	15,354	21,946	.0276	.0285

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
Charlottesville city	41.0	42.0	2.4	17.4	4.8	649,587	46.9	26,633	37,333	1,111,826	63.2	41,048	63,898	.0230	.0237
Fluvanna	11.8	12.7	7.6	4.7	11.9	188,916	56.9	28,673	40,195	50,105	59.9	7,459	10,661	.0036	.0035
Greene	9.3	10.2	9.7	3.7	15.6	180,545	62.0	34,827	48,796	43,288	65.2	8,188	11,699	.0031	.0032
DANVILLE	**111.3**	**110.2**	**−1.0**	**40.8**	**.7**	**1,634,650**	**41.3**	**28,577**	**40,065**	**902,192**	**53.0**	**14,558**	**22,113**	**.0386**	**.0371**
Danville city	44.9	44.4	−1.1	17.7	.6	695,192	41.0	28,016	39,276	702,964	55.7	25,650	39,715	.0199	.0194
Pittsylvania	66.4	65.8	−.9	23.1	.9	939,458	41.4	29,008	40,669	199,228	44.2	6,034	8,625	.0187	.0177
LYNCHBURG	**148.8**	**152.3**	**2.4**	**54.3**	**4.6**	**2,462,283**	**46.7**	**32,345**	**45,346**	**1,607,967**	**51.2**	**20,494**	**29,613**	**.0591**	**.0580**
Amherst	31.1	32.1	3.2	10.7	5.9	497,654	48.5	33,177	46,510	225,771	51.4	14,763	21,100	.0108	.0107
Campbell	49.4	51.4	4.0	17.1	4.3	771,158	46.2	32,172	45,097	222,528	49.0	9,105	13,013	.0154	.0150
Lynchburg city	68.3	68.8	.7	26.5	4.3	1,193,471	46.3	32,126	45,037	1,159,668	51.6	30,125	43,761	.0329	.0323
NORFOLK–VIRGINIA BEACH–NEWPORT NEWS	**1,372.3**	**1,476.9**	**7.6**	**519.1**	**10.4**	**25,392,860**	**55.7**	**34,700**	**48,917**	**14,318,969**	**55.9**	**19,537**	**27,584**	**.5455**	**.5620**
Chesapeake city	145.7	163.9	12.5	55.9	15.7	2,754,653	62.3	35,150	49,278	1,284,455	65.4	16,076	22,978	.0538	.0580
Gloucester	30.3	35.5	17.2	13.0	19.3	484,410	67.2	26,583	37,262	205,310	55.9	12,082	15,793	.0098	.0105
Hampton city	129.3	132.0	2.1	47.7	4.8	2,296,731	47.0	34,340	48,149	1,912,347	49.9	28,047	40,091	.0593	.0582
James City	27.8	30.7	10.4	11.3	14.1	568,623	60.0	35,896	50,321	234,440	63.1	14,516	20,747	.0107	.0113
Newport News city	166.0	175.7	5.8	65.5	8.8	2,675,688	52.5	29,137	40,850	1,596,606	52.6	17,383	24,376	.0612	.0619
Norfolk city	280.2	273.3	−2.5	93.2	−.5	4,234,247	39.5	32,405	45,432	2,920,527	42.2	21,923	31,336	.1097	.1023
Poquoson city	11.0	12.3	11.8	4.1	13.9	237,894	59.6	41,394	58,023	63,731	62.8	10,876	15,544	.0040	.0044
Portsmouth city	112.9	116.7	3.4	43.3	6.1	1,864,173	48.8	30,710	43,052	970,229	50.7	15,779	22,407	.0414	.0409
Suffolk city	53.6	57.1	6.5	19.8	8.8	880,734	52.5	31,734	44,482	666,840	55.5	23,565	33,679	.0217	.0221
Virginia Beach city	360.3	418.5	16.2	145.6	19.7	8,231,473	67.9	40,325	56,535	3,480,018	66.1	17,231	23,901	.1474	.1632
Williamsburg city	12.0	13.2	10.0	4.5	18.4	255,512	66.0	40,514	56,780	734,060	87.4	103,055	163,124	.0106	.0127
York	43.2	48.0	11.1	15.2	11.8	908,722	56.7	42,643	59,784	250,406	59.7	11,526	16,474	.0159	.0165
RICHMOND–PETERSBURG	**843.4**	**893.0**	**5.9**	**331.9**	**7.9**	**17,218,487**	**52.5**	**36,708**	**51,879**	**10,141,386**	**54.9**	**21,290**	**30,556**	**.3724**	**.3780**
Charles City	6.7	6.6	−1.5	2.0	.0	86,087	40.2	30,711	43,044	3,907	39.5	1,400	1,954	.0016	.0015
Chesterfield	186.7	215.8	15.6	73.1	17.9	4,420,539	65.3	43,136	60,472	2,027,128	68.5	19,402	27,731	.0807	.0889
Colonial Heights city	17.3	17.7	2.3	6.2	1.6	282,125	42.5	32,464	45,504	157,844	45.3	17,814	25,459	.0066	.0063
Dinwiddie	22.0	21.8	−.9	6.3	1.6	303,990	42.5	34,416	48,252	53,518	45.2	5,943	8,495	.0060	.0057
Goochland	13.3	14.2	6.8	4.8	11.6	270,505	56.4	40,215	56,355	64,141	59.5	9,351	13,363	.0046	.0047
Hanover	59.3	64.6	8.9	21.7	10.7	1,250,570	55.2	41,109	57,630	658,921	58.2	21,245	30,365	.0256	.0265
Henrico	204.7	219.2	7.1	86.9	9.9	4,943,932	54.0	40,578	56,892	3,007,922	57.0	24,216	34,614	.1039	.1068
Hopewell city	23.9	23.9	.0	9.1	1.1	427,061	41.8	33,472	46,930	217,022	44.5	16,685	23,849	.0096	.0092
New Kent	11.4	12.9	13.2	4.5	12.5	231,147	57.6	36,660	51,366	35,012	46.0	5,994	7,780	.0038	.0040
Petersburg city	40.8	40.3	−1.2	15.5	.6	544,508	41.1	25,058	35,130	620,358	59.3	25,281	40,023	.0168	.0164
Powhatan	14.0	14.4	2.9	4.0	2.6	212,531	43.8	37,956	53,133	50,159	46.6	8,774	12,540	.0042	.0040
Prince George	25.9	25.5	−1.5	6.4	.0	334,102	40.2	37,234	52,203	148,633	42.9	16,248	23,224	.0079	.0074
Richmond city	217.4	216.1	−.6	91.4	2.1	3,911,390	43.2	30,526	42,794	3,096,821	46.0	23,706	33,882	.1011	.0966
ROANOKE	**230.5**	**235.7**	**2.3**	**92.9**	**4.3**	**4,097,683**	**46.2**	**31,463**	**44,109**	**2,585,523**	**51.7**	**19,128**	**27,831**	**.0954**	**.0936**
Botetourt	26.2	28.0	6.9	10.0	8.7	423,687	52.4	30,220	42,369	122,321	55.4	8,558	12,232	.0081	.0081
Roanoke	77.7	80.0	3.0	28.5	4.4	1,503,833	46.4	37,639	52,766	536,628	49.2	13,174	18,829	.0296	.0288
Roanoke city	102.8	103.7	.9	45.4	3.9	1,761,469	45.6	27,676	38,799	1,564,564	51.5	23,634	34,462	.0469	.0460
Salem city	23.8	24.0	.8	9.0	1.1	408,694	41.7	22,396	45,410	362,010	55.3	26,189	40,223	.0108	.0107
TOTAL METRO COUNTIES	**4,327.8**	**4,647.2**	**7.4**	**1,724.4**	**9.8**	**99,323,964**	**55.3**	**40,746**	**57,599**	**54,418,795**	**58.0**	**21,940**	**31,558**	**2.0243**	**2.0913**
TOTAL STATE	**6,047.3**	**6,426.3**	**6.3**	**2,352.9**	**8.6**	**126,935,700**	**53.7**	**37,511**	**53,099**	**68,481,747**	**57.6**	**20,055**	**29,105**	**2.6098**	**2.6755**

WASHINGTON

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	BPI 1988	BPI 1993
BELLINGHAM	**118.6**	**124.4**	**4.9**	**49.8**	**7.8**	**1,955,348**	**52.5**	**27,762**	**39,264**	**1,126,044**	**47.8**	**16,494**	**22,611**	**.0443**	**.0443**
Whatcom	118.6	124.4	4.9	49.8	7.8	1,955,348	52.5	27,762	39,264	1,126,044	47.8	16,494	22,611	.0443	.0443
BREMERTON	**180.5**	**198.2**	**9.8**	**76.7**	**13.1**	**3,486,612**	**60.0**	**32,140**	**45,458**	**1,373,827**	**56.9**	**12,911**	**17,912**	**.0661**	**.0695**
Kitsap	180.5	198.2	9.8	76.7	13.1	3,486,612	60.0	32,140	45,458	1,373,827	56.9	12,911	17,912	.0661	.0695
OLYMPIA	**156.1**	**173.4**	**11.1**	**70.5**	**14.1**	**3,166,569**	**61.3**	**31,759**	**44,916**	**1,517,011**	**60.4**	**15,304**	**21,518**	**.0620**	**.0658**
Thurston	156.1	173.4	11.1	70.5	14.1	3,166,569	61.3	31,759	44,916	1,517,011	60.4	15,304	21,518	.0620	.0658
RICHLAND–KENNEWICK–PASCO	**150.7**	**151.4**	**.5**	**56.1**	**2.2**	**2,983,673**	**44.5**	**37,623**	**53,185**	**1,288,237**	**41.8**	**16,549**	**22,963**	**.0623**	**.0597**
Benton	114.5	115.3	.7	42.5	1.9	2,377,827	44.1	39,562	55,949	894,221	40.8	15,231	21,040	.0477	.0455
Franklin	36.2	36.1	−.3	13.6	3.0	605,846	45.7	31,498	44,548	394,016	44.1	20,712	28,972	.0146	.0142
SEATTLE	**1,842.5**	**1,975.3**	**7.2**	**824.2**	**10.1**	**46,851,940**	**55.6**	**40,221**	**56,845**	**22,299,521**	**55.1**	**19,215**	**27,066**	**.9033**	**.9287**
King	1,425.7	1,513.9	6.2	642.2	9.1	37,255,645	54.3	41,018	58,013	18,281,730	54.5	20,103	28,467	.7257	.7408
Snohomish	416.8	461.4	10.7	182.0	13.8	9,596,295	61.0	37,285	52,727	4,017,791	57.6	13,947	22,076	.1776	.1879
SEATTLE–TACOMA CONSOLIDATED AREA	***2,398.4***	***2,568.4***	***7.1***	***1,055.1***	***10.1***	***55,977,461***	***55.6***	***37,520***	***53,054***	***27,645,634***	***55.6***	***18,538***	***26,202***	***1.1061***	***1.1378***
SPOKANE	**357.3**	**363.0**	**1.6**	**148.1**	**4.3**	**5,655,416**	**47.5**	**27,000**	**38,186**	**3,475,018**	**46.9**	**16,656**	**23,464**	**.1349**	**.1313**
Spokane	357.3	363.0	1.6	148.1	4.3	5,655,416	47.5	27,000	38,186	3,475,018	46.9	16,656	23,464	.1349	.1313
TACOMA	**555.9**	**593.1**	**6.7**	**230.9**	**9.8**	**9,125,521**	**55.3**	**27,944**	**39,522**	**5,346,113**	**57.6**	**16,130**	**23,153**	**.2028**	**.2091**
Pierce	555.9	593.1	6.7	230.9	9.8	9,125,521	55.3	27,944	39,522	5,346,113	57.6	16,130	23,153	.2028	.2091
VANCOUVER	**216.6**	**229.5**	**6.0**	**88.4**	**8.6**	**3,967,856**	**53.6**	**31,738**	**44,885**	**1,477,204**	**50.3**	**12,074**	**16,710**	**.0775**	**.0784**
Clark	216.6	229.5	6.0	88.4	8.6	3,967,856	53.6	31,738	44,885	1,477,204	50.3	12,074	16,710	.0775	.0784
YAKIMA	**186.4**	**193.2**	**3.6**	**74.2**	**6.5**	**2,764,275**	**50.6**	**26,341**	**37,254**	**1,482,254**	**44.1**	**14,762**	**19,976**	**.0638**	**.0627**
Yakima	186.4	193.2	3.6	74.2	6.5	2,764,275	50.6	26,341	37,254	1,482,254	44.1	14,762	19,976	.0638	.0627
TOTAL METRO COUNTIES	**3,764.6**	**4,001.5**	**6.3**	**1,618.9**	**9.2**	**79,957,210**	**54.6**	**34,888**	**49,390**	**39,385,229**	**53.6**	**17,296**	**24,328**	**1.6170**	**1.6495**
TOTAL STATE	**4,630.3**	**4,891.6**	**5.6**	**1,976.1**	**8.5**	**94,322,885**	**53.7**	**33,685**	**47,732**	**45,919,243**	**52.3**	**16,582**	**23,237**	**1.9370**	**1.9503**

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hshlds. (Thous.)	% Change 1988-1993	1993 Total EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Total Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	1988	1993
WEST VIRGINIA															
CHARLESTON	266.2	263.9	-.9	108.8	2.1	4,378,693	53.5	26,764	40,245	2,646,219	45.1	17,111	24,322	.1015	.0997
Kanawha	221.9	216.4	-2.5	91.0	.7	3,692,319	51.5	26,967	40,575	2,371,775	44.4	18,175	26,063	.0878	.0853
Putnam	44.3	47.5	7.2	17.8	9.9	686,374	65.3	25,633	38,560	274,444	51.6	11,173	15,410	.0137	.0144
HUNTINGTON-ASHLAND	330.5	325.2	-1.6	125.7	1.1	4,434,365	50.3	23,741	35,277	3,179,207	55.9	16,404	25,293	.1124	.1114
Cabell	103.2	100.6	-2.5	42.0	.5	1,405,741	51.2	22,247	33,470	1,813,536	65.3	26,246	43,179	.0436	.0449
Wayne	45.9	45.3	-1.3	17.0	1.2	606,795	52.2	23,724	35,694	214,243	46.0	8,734	12,603	.0129	.0126
Boyd, Ky.	32.9	31.6	-2.5	20.1	.5	781,786	50.1	26,038	38,895	650,027	51.2	21,492	32,340	.0206	.0203
Carter, Ky.	25.7	25.8	.4	9.0	2.3	257,362	52.8	19,145	28,596	144,982	42.8	11,540	16,109	.0067	.0066
Greenup, Ky.	39.0	38.5	-1.3	13.5	.7	505,925	50.5	25,087	37,476	130,163	40.8	6,900	9,642	.0104	.0099
Lawrence, Ohio	63.8	63.4	-.6	24.1	2.6	876,755	46.8	25,408	36,380	226,356	32.1	7,293	9,392	.0182	.0171
PARKERSBURG-MARIETTA	157.6	156.2	-.9	61.4	2.0	2,343,497	50.5	25,874	38,168	1,460,621	45.2	16,706	23,789	.0566	.0551
Wood	92.0	90.3	-1.8	36.5	.8	1,426,529	51.7	25,976	39,083	978,679	47.6	18,317	26,813	.0350	.0342
Washington, Ohio	65.6	65.9	.5	24.9	3.8	916,968	48.6	25,719	36,826	481,942	40.7	14,277	19,355	.0216	.0209
STEUBENVILLE-WEIRTON	151.0	147.3	-2.5	57.3	.5	2,254,484	47.2	26,877	39,245	1,079,893	41.4	13,295	18,846	.0511	.0489
Brooke	28.6	27.9	-2.4	10.6	1.0	372,274	51.9	23,342	35,120	185,389	49.4	11,816	17,490	.0085	.0085
Hancock	38.4	37.5	-2.3	15.0	.7	647,780	51.5	28,702	43,185	340,618	49.0	15,341	22,708	.0143	.0140
Jefferson, Ohio	84.0	81.9	-2.5	31.7	.3	1,234,430	43.7	27,191	38,941	553,886	34.8	13,002	17,473	.0283	.0264
WHEELING	175.5	171.2	-2.5	69.2	.4	2,541,508	47.8	24,962	36,727	1,609,760	45.9	16,010	23,262	.0625	.0602
Marshall	39.3	38.3	-2.5	15.0	.7	590,428	51.5	26,161	39,362	233,741	39.6	11,234	15,583	.0126	.0121
Ohio	57.7	56.3	-2.4	23.4	.4	816,444	51.1	23,190	34,891	590,713	50.0	16,897	25,244	.0207	.0204
Belmont, Ohio	78.5	76.6	-2.4	30.8	.3	1,134,636	43.7	25,726	36,839	785,306	44.9	17,655	25,497	.0292	.0277
TOTAL METRO COUNTIES	699.0	687.7	-1.6	278.8	1.2	10,579,033	52.3	25,217	37,945	7,100,419	50.7	17,112	25,468	.2543	.2530
TOTAL STATE	1,919.7	1,897.1	-1.2	743.1	1.7	25,694,606	53.1	22,976	34,578	16,190,838	50.6	14,718	21,788	.6057	[illegible]
WISCONSIN															
APPLETON-OSHKOSH-NEENAH	313.5	324.0	3.3	123.4	6.4	5,851,046	52.3	32,913	47,415	2,957,848	51.4	16,841	23,970	.1236	.1240
Calumet	36.6	39.7	8.5	14.0	12.0	683,409	61.3	33,896	48,815	222,000	57.0	11,310	15,857	.0126	.0132
Outagamie	138.3	142.8	3.3	53.4	6.4	2,596,332	53.2	33,762	48,620	1,460,925	51.7	19,178	27,358	.0565	.0567
Winnebago	138.6	141.5	2.1	56.0	5.1	2,571,305	51.3	31,884	45,916	1,274,923	50.1	15,937	22,766	.0545	.0541
EAU CLAIRE	139.7	143.2	2.5	53.5	5.3	2,234,045	51.4	29,039	41,758	1,596,233	52.8	20,558	29,836	.0545	.0544
Chippewa	54.3	54.6	.6	19.7	3.1	916,850	48.5	32,319	46,541	484,569	49.4	16,985	24,597	.0204	.0199
Eau Claire	85.4	88.6	3.7	33.8	6.6	1,317,195	53.5	27,063	38,970	1,111,664	54.4	22,711	32,889	.0341	.0345
GREEN BAY	191.9	200.6	4.5	77.4	7.5	3,441,121	54.8	30,872	44,459	2,156,613	55.4	19,271	27,863	.0770	.0788
Brown	191.9	200.6	4.5	77.4	7.5	3,441,121	54.8	30,872	44,459	2,156,613	55.4	19,271	27,863	.0770	.0788
JANESVILLE-BELOIT	138.1	136.4	-1.2	52.6	1.3	2,458,079	45.9	32,451	46,732	1,444,636	46.8	18,965	27,465	.0565	.0546
Rock	138.1	136.4	-1.2	52.6	1.3	2,458,079	45.9	32,451	46,732	1,444,636	46.8	18,965	27,465	.0565	.0546
KENOSHA	121.9	120.6	-1.1	45.2	1.6	2,671,240	46.3	41,033	59,098	1,129,028	47.1	17,247	24,978	.0536	.0517
Kenosha	121.9	120.6	-1.1	45.2	1.6	2,671,240	46.3	41,033	59,098	1,129,028	47.1	17,247	24,978	.0536	.0517
LA CROSSE	96.2	98.1	2.0	37.9	4.7	1,708,737	50.8	31,307	45,085	1,079,138	47.4	20,219	28,473	.0397	.0392
La Crosse	96.2	98.1	2.0	37.9	4.7	1,708,737	50.8	31,307	45,085	1,079,138	47.4	20,219	28,473	.0397	.0392
MADISON	352.0	366.7	4.2	151.7	7.1	7,286,212	54.3	33,352	48,030	4,841,861	55.2	22,039	31,917	.1627	.1657
Dane	352.0	366.7	4.2	151.7	7.1	7,286,212	54.3	33,352	48,030	4,841,861	55.2	22,039	31,917	.1627	.1657
MILWAUKEE	1,401.3	1,396.3	-.4	548.5	2.0	27,469,335	47.6	34,636	50,081	14,539,190	47.4	18,380	26,507	.5977	.5808
Milwaukee	932.4	909.3	-2.5	377.7	.1	17,075,551	44.1	31,397	45,209	10,035,422	45.0	18,348	26,570	.3934	.3764
Ozaukee	72.8	75.7	4.0	27.2	6.3	1,729,536	53.0	44,156	63,586	681,812	53.9	17,309	25,067	.0325	.0328
Washington	93.8	97.9	4.4	33.8	7.0	1,732,642	54.0	35,596	51,262	634,276	50.6	13,331	18,766	.0337	.0339
Waukesha	302.3	313.4	3.7	109.8	6.6	6,931,606	53.5	43,839	63,129	3,187,680	53.5	20,156	29,032	.1361	.1377
MILWAUKEE-RACINE CONSOLIDATED AREA	*1,577.4*	*1,572.5*	*-.3*	*615.0*	*2.1*	*30,743,121*	*47.6*	*34,587*	*49,989*	*16,041,208*	*47.1*	*18,102*	*26,083*	*.6670*	*.6479*
RACINE	176.1	176.2	.1	66.5	2.6	3,273,786	47.8	34,182	49,230	1,502,018	44.5	16,045	22,587	.0693	.0671
Racine	176.1	176.2	.1	66.5	2.6	3,273,786	47.8	34,182	49,230	1,502,018	44.5	16,045	22,587	.0693	.0671
SHEBOYGAN	103.3	103.5	.2	39.5	2.9	1,911,456	48.1	33,603	48,391	820,628	47.0	14,536	20,775	.0395	.0386
Sheboygan	103.3	103.5	.2	39.5	2.9	1,911,456	48.1	33,603	48,391	820,628	47.0	14,536	20,775	.0395	.0386
WAUSAU	113.3	113.1	-.2	42.4	2.7	1,804,703	47.8	29,556	42,564	1,000,115	48.7	16,287	23,588	.0413	.0403
Marathon	113.3	113.1	-.2	42.4	2.7	1,804,703	47.8	29,556	42,564	1,000,115	48.7	16,287	23,588	.0413	.0403
TOTAL METRO COUNTIES	3,238.6	3,272.2	1.0	1,273.8	3.7	61,706,826	49.5	33,598	48,443	32,793,209	49.5	18,403	26,239	1.3487	1.3304
TOTAL STATE	4,869.6	4,927.7	1.2	1,902.6	3.8	86,296,850	49.6	31,477	45,287	47,203,498	49.3	17,286	24,868	1.9148	[illegible]
WYOMING															
CASPER	66.4	64.8	-2.4	25.9	1.2	1,065,851	52.3	27,343	41,153	635,162	34.5	18,447	24,524	.0254	.0243
Natrona	66.4	64.8	-2.4	25.9	1.2	1,065,851	52.3	27,343	41,153	635,162	34.5	18,447	24,524	.0254	.0243
CHEYENNE	75.1	78.0	3.9	32.3	8.0	1,150,516	62.6	23,671	35,620	836,909	51.8	18,442	25,910	.0277	.0286
Laramie	75.1	78.0	3.9	32.3	8.0	1,150,516	62.6	23,671	35,620	836,909	51.8	18,442	25,910	.0277	.0286
TOTAL METRO COUNTIES	141.5	142.8	.9	58.2	4.9	2,216,367	57.4	25,365	38,082	1,472,071	43.8	18,444	25,398	.0531	.0529
TOTAL STATE	490.1	499.8	2.0	195.1	5.5	7,528,433	59.1	25,387	38,566	3,002,142	42.5	14,938	20,184	.1672	.1678

SECTION V

MERCHANDISE LINE SALES

1988 Regional and State Summaries of Merchandise Line Sales

S&MM ESTIMATES	GROCERIES & OTHER FOODS		DRUGS & HEALTH & BEAUTY AIDS		WOMEN'S & GIRLS' CLOTHING		MEN'S & BOYS' CLOTHING		FOOTWEAR		MAJOR HOUSEHOLD APPLIANCES		FURNITURE & SLEEP EQUIPMENT	
REGION State	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)	In ALL Stores ($000)	In F/H/A Stores ($000)
NEW ENGLAND	**18,120,069**	**17,520,121**	**3,402,738**	**2,305,864**	**5,579,029**	**2,932,975**	**2,930,387**	**1,361,405**	**1,514,332**	**1,095,250**	**1,162,439**	**557,409**	**2,070,538**	**1,703,578**
Connecticut	4,471,508	4,316,278	868,203	512,134	1,526,893	827,256	790,081	374,477	436,504	341,136	317,375	193,575	574,028	466,861
Maine	1,586,694	1,527,958	224,354	153,439	323,298	132,645	240,865	95,877	135,082	64,549	88,954	36,654	101,570	77,924
Massachusetts	8,241,360	7,982,367	1,647,325	1,180,587	2,727,390	1,472,269	1,352,141	650,766	681,424	500,040	528,638	234,243	1,034,517	871,333
New Hampshire	1,798,948	1,752,247	269,402	159,807	466,895	216,949	250,007	104,036	125,480	93,007	106,360	30,536	168,161	127,127
Rhode Island	1,271,265	1,232,738	270,441	216,066	361,277	193,540	185,335	83,064	85,406	63,857	77,063	40,572	130,689	107,170
Vermont	750,294	708,533	123,013	83,831	173,276	90,316	111,958	53,185	50,436	32,661	44,049	21,829	61,573	53,163
MIDDLE ATLANTIC	**48,935,953**	**47,658,693**	**10,517,324**	**6,762,202**	**15,705,520**	**8,176,967**	**7,941,355**	**3,988,752**	**4,515,061**	**3,540,308**	**2,915,447**	**1,693,687**	**6,156,895**	**4,952,738**
New Jersey	10,997,127	10,748,051	2,248,674	1,315,658	3,600,529	1,959,185	1,789,252	901,773	1,011,538	791,299	769,226	484,925	1,486,242	1,212,398
New York	23,249,477	22,681,081	4,920,949	3,331,937	7,577,242	4,031,740	3,942,266	2,178,189	2,250,894	1,779,836	1,285,528	739,382	3,177,516	2,647,316
Pennsylvania	14,689,349	14,229,561	3,347,701	2,114,607	4,527,749	2,186,042	2,209,837	908,790	1,252,629	969,173	860,693	469,380	1,493,137	1,093,024
EAST NORTH CENTRAL	**46,913,902**	**43,442,008**	**10,522,762**	**6,505,796**	**14,482,544**	**6,749,669**	**7,411,016**	**2,833,244**	**4,090,109**	**2,867,105**	**3,186,445**	**1,765,372**	**5,619,781**	**4,459,385**
Illinois	12,088,040	11,511,228	2,957,516	1,759,556	4,674,524	2,314,620	2,280,283	1,019,549	1,337,828	906,734	881,909	428,488	1,773,352	1,391,951
Indiana	5,810,997	5,602,421	1,280,122	828,625	1,666,491	821,843	856,544	336,045	478,723	355,838	439,687	228,734	665,555	544,963
Michigan	10,996,332	9,412,818	2,397,573	1,542,331	3,053,625	1,591,746	1,518,800	626,590	843,232	646,882	709,157	460,066	1,211,375	1,002,759
Ohio	11,599,509	11,158,433	2,839,605	1,798,477	3,527,110	1,393,036	1,866,190	562,229	970,116	660,484	774,838	429,510	1,363,245	1,032,882
Wisconsin	6,419,024	5,757,108	1,047,946	576,807	1,560,794	628,424	889,199	288,831	460,210	297,167	380,854	218,574	606,254	486,830
WEST NORTH CENTRAL	**19,156,296**	**18,199,275**	**4,171,814**	**2,264,646**	**5,690,518**	**2,460,705**	**3,013,779**	**1,200,713**	**1,531,159**	**1,042,231**	**1,389,950**	**580,179**	**2,041,170**	**1,509,252**
Iowa	3,046,560	2,937,688	586,087	341,179	810,221	361,650	431,575	181,281	211,818	153,679	205,503	99,074	283,475	237,771
Kansas	2,493,680	2,392,082	616,560	354,938	733,557	356,561	413,656	188,050	220,560	165,188	206,052	90,798	266,154	194,829
Minnesota	5,244,016	4,891,541	1,079,667	582,599	1,668,724	659,855	856,123	334,870	401,653	258,760	353,579	112,284	558,458	384,005
Missouri	5,335,363	5,098,116	1,284,615	656,518	1,636,010	683,981	865,253	303,919	453,990	292,021	390,224	160,136	589,836	398,133
Nebraska	1,667,338	1,580,468	345,446	198,969	448,827	218,034	233,493	99,656	136,965	102,464	138,254	82,698	196,803	169,477
North Dakota	672,470	637,283	124,103	60,648	205,328	90,469	109,547	44,042	53,769	35,004	50,723	19,790	76,021	63,794
South Dakota	696,869	662,097	135,336	69,795	187,851	90,155	104,132	48,895	52,404	35,115	45,615	15,399	70,423	61,243
SOUTH ATLANTIC	**46,894,538**	**45,222,163**	**12,298,506**	**7,705,044**	**14,827,479**	**6,972,287**	**7,381,029**	**3,071,718**	**4,331,758**	**3,020,677**	**3,815,962**	**1,814,080**	**7,243,260**	**5,902,043**
Delaware	730,240	712,727	177,805	104,824	284,201	114,151	147,172	52,249	69,388	48,725	63,138	22,029	121,170	96,102
District of Columbia	533,678	508,821	182,011	126,450	242,874	158,333	120,569	77,310	82,326	65,250	27,709	12,070	69,289	52,699
Florida	14,622,195	14,155,662	3,665,703	2,156,113	4,414,629	2,109,272	2,117,322	846,042	1,270,342	942,092	1,267,278	689,917	2,304,244	1,876,103
Georgia	6,787,830	6,488,005	1,907,067	1,228,734	2,191,139	927,048	1,070,819	418,809	636,204	421,889	491,730	216,061	982,348	783,897
Maryland	5,291,837	5,149,469	1,309,995	801,605	1,770,318	831,872	914,472	422,118	532,851	390,359	354,117	161,398	812,236	614,306
North Carolina	6,583,170	6,303,096	1,825,767	1,197,720	2,142,238	1,095,322	1,085,721	454,279	616,479	414,256	630,041	270,506	1,149,508	962,511
South Carolina	3,631,304	3,499,826	866,958	540,145	1,018,948	535,649	523,208	234,608	301,571	206,185	286,830	145,975	496,010	438,210
Virginia	6,718,656	6,492,168	1,815,472	1,166,724	2,263,640	1,009,160	1,133,330	480,462	674,451	428,099	534,677	229,138	1,108,589	920,076
West Virginia	1,995,628	1,912,389	547,728	382,729	499,492	191,480	268,416	85,841	148,146	103,822	160,442	66,986	199,866	158,139
EAST SOUTH CENTRAL	**14,192,236**	**13,562,525**	**4,307,951**	**2,914,637**	**4,330,458**	**2,028,951**	**2,218,893**	**899,985**	**1,258,817**	**847,652**	**1,187,414**	**542,280**	**1,923,815**	**1,577,094**
Alabama	3,626,916	3,477,641	1,035,913	706,245	1,074,692	541,804	552,307	258,850	299,908	210,275	290,021	117,788	487,489	400,592
Kentucky	3,792,157	3,635,976	1,202,893	843,957	1,078,324	472,037	558,990	191,726	301,569	195,342	311,188	164,508	489,042	406,836
Mississippi	2,342,663	2,244,297	679,426	473,818	653,566	273,394	329,261	122,569	197,068	120,485	201,888	74,428	281,271	225,385
Tennessee	4,430,600	4,204,611	1,389,719	890,617	1,523,876	741,716	778,335	326,840	460,272	321,550	384,317	185,456	666,013	544,281
WEST SOUTH CENTRAL	**29,347,739**	**28,283,414**	**6,915,913**	**3,416,462**	**8,586,122**	**4,408,510**	**4,438,787**	**2,042,999**	**2,690,831**	**1,957,722**	**2,231,963**	**888,933**	**3,330,643**	**2,606,565**
Arkansas	2,494,046	2,379,448	576,101	314,517	608,048	292,652	324,425	121,053	161,994	113,590	171,738	71,130	246,489	184,217
Louisiana	4,950,433	4,824,867	1,186,848	701,037	1,243,802	628,290	653,208	308,238	427,434	313,158	405,846	170,837	531,397	419,938
Oklahoma	3,384,590	3,240,773	777,359	385,581	922,504	526,301	502,537	268,257	269,472	202,093	252,961	123,756	454,244	380,972
Texas	18,518,670	17,838,326	4,375,605	2,015,327	5,811,768	2,961,267	2,958,617	1,345,451	1,831,931	1,328,881	1,401,418	523,210	2,098,513	1,621,438
MOUNTAIN	**13,776,796**	**13,179,089**	**3,281,374**	**1,728,195**	**4,165,503**	**1,714,962**	**2,183,764**	**808,576**	**1,219,475**	**831,853**	**941,312**	**448,381**	**1,568,915**	**1,204,937**
Arizona	4,135,162	3,914,564	1,026,634	586,854	1,327,350	472,826	619,023	194,209	349,038	242,995	245,396	114,908	497,961	384,684
Colorado	3,454,841	3,351,848	778,940	364,490	1,085,658	457,604	599,705	228,733	323,426	227,014	248,461	114,847	434,734	327,759
Idaho	910,820	871,823	180,073	106,870	225,198	96,553	132,692	49,984	68,017	36,647	65,262	41,845	78,288	65,347
Montana	844,169	808,408	159,744	96,659	184,346	81,719	94,474	42,308	50,132	32,651	61,808	28,928	76,371	56,613
Nevada	1,164,932	1,123,683	388,613	193,150	400,764	161,095	218,182	81,010	125,498	91,217	88,617	43,976	128,104	87,639
New Mexico	1,295,800	1,232,447	335,809	181,311	382,343	174,220	203,611	82,798	116,118	82,478	99,731	37,980	139,368	108,633
Utah	1,522,149	1,447,538	334,425	163,248	456,089	212,629	257,699	100,803	157,594	96,067	108,872	56,985	180,596	150,675
Wyoming	448,923	428,778	77,136	35,613	103,755	58,316	58,378	28,731	29,652	22,784	23,165	8,912	33,493	23,587
PACIFIC	**42,015,389**	**39,047,914**	**10,955,742**	**6,168,825**	**13,753,709**	**7,086,389**	**7,309,394**	**3,615,669**	**4,260,720**	**3,241,480**	**3,017,726**	**1,616,516**	**5,604,003**	**4,412,887**
Alaska	786,158	740,617	171,023	65,530	218,185	107,420	122,169	59,270	67,425	34,908	50,805	4,654	53,306	24,644
California	31,621,606	29,735,519	8,334,295	4,684,365	10,659,272	5,372,456	5,645,214	2,776,673	3,325,523	2,586,165	2,364,517	1,316,437	4,525,384	3,612,251
Hawaii	1,198,633	1,049,160	396,122	262,238	531,685	313,394	276,670	162,537	104,915	90,550	69,319	33,520	115,207	83,058
Oregon	3,100,681	2,493,376	747,569	331,836	786,869	410,044	443,265	200,472	268,514	177,068	207,908	110,817	333,648	258,452
Washington	5,308,311	5,029,242	1,306,733	824,856	1,557,698	883,075	822,076	416,717	494,343	352,789	325,177	151,088	576,458	434,482
TOTAL UNITED STATES	**279,353,018**	**266,115,202**	**66,374,124**	**39,771,671**	**87,120,882**	**42,531,415**	**44,828,404**	**19,823,061**	**25,412,262**	**18,444,278**	**19,848,658**	**9,906,857**	**35,559,020**	**28,329,479**

Grocery and Other Food Sales

Area	($000)	Rank
New York, N.Y.	9,775,604	1
Los Angeles–Long Beach, Cal.	8,841,227	2
Chicago, Ill.	6,538,890	3
Philadelphia, Pa.	6,187,845	4
Detroit, Mich.	5,454,970	5
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	5,042,062	6
Washington, D.C.	4,678,438	7
Nassau–Suffolk, N.Y.	4,586,695	8
Houston, Tex.	3,587,802	9
Atlanta, Ga.	3,098,232	10
Minneapolis–St. Paul, Minn.	3,049,065	11
Dallas, Tex.	2,944,497	12
Anaheim–Santa Ana, Cal.	2,844,920	13
Newark, N.J.	2,623,388	14
St. Louis, Mo.	2,619,964	15
Phoenix, Ariz.	2,597,277	16
Pittsburgh, Pa.	2,585,071	17
San Diego, Cal.	2,570,290	18
Baltimore, Md.	2,549,168	19
Tampa–St. Petersburg–Clearwater, Fla.	2,439,453	20
Riverside–San Bernardino, Cal.	2,426,819	21
Oakland, Cal.	2,392,489	22
Seattle, Wash.	2,337,632	23
San Francisco, Cal.	2,289,308	24
Cleveland, Ohio	2,231,750	25
Miami–Hialeah, Fla.	2,213,260	26
Milwaukee, Wisc.	2,114,997	27
Bergen–Passaic, N.J.	2,112,089	28
Denver, Colo.	1,830,842	29
Kansas City, Mo.–Kans.	1,738,325	30
Cincinnati, Ohio	1,734,528	31
San Jose, Cal.	1,729,294	32
New Orleans, La.	1,678,194	33
Middlesex–Somerset–Hunterdon, N.J.	1,520,294	34
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	1,512,875	35
Sacramento, Cal.	1,484,208	36
Hartford–New Britain–Middletown–Bristol, Conn.	1,479,158	37
Fort Worth–Arlington, Tex.	1,456,253	38
Monmouth–Ocean, N.J.	1,456,015	39
Portland, Ore.	1,451,399	40
San Antonio, Tex.	1,426,735	41
Columbus, Ohio	1,391,791	42
Buffalo, N.Y.	1,352,289	43
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	1,326,931	44
Bridgeport–Stamford–Norwalk–Danbury, Conn.	1,284,953	45
Rochester, N.Y.	1,278,560	46
Albany–Schenectady–Troy, N.Y.	1,266,754	47
Norfolk–Virginia Beach–Newport News, Va.	1,262,225	48
Indianapolis, Ind.	1,219,009	49
Orlando, Fla.	1,182,952	50
Total Top 50	**134,796,786**	
Providence–Pawtucket–Woonsocket, R.I.	1,174,497	51
Oklahoma City, Okla.	1,152,607	52
West Palm Beach–Boca Raton–Delray Beach, Fla.	1,115,745	53
New Haven–Waterbury–Meriden, Conn.	1,061,457	54
Dayton–Springfield, Ohio	1,056,904	55
Salt Lake City–Ogden, Utah	1,033,815	56
Richmond–Petersburg, Va.	1,012,360	57
Louisville, Ky.	1,003,348	58
Greensboro–Winston-Salem–High Point, N.C.	957,609	59
Harrisburg–Lebanon–Carlisle, Pa.	939,163	60
Memphis, Tenn.	921,233	61
Scranton–Wilkes-Barre, Pa.	914,572	62
Birmingham, Ala.	906,126	63
Jacksonville, Fla.	880,068	64
New Bedford–Fall River–Attleboro, Mass.	871,426	65
Syracuse, N.Y.	856,141	66
Honolulu, Haw.	835,434	67
Nashville, Tenn.	828,645	68
Springfield, Mass.	822,871	69
Grand Rapids, Mich.	808,572	70
Toledo, Ohio	806,035	71
Allentown–Bethlehem, Pa.	792,480	72
Worcester–Fitchburg–Leominster, Mass.	790,614	73
Greenville–Spartanburg, S.C.	747,286	74
Jersey City, N.J.	745,606	75
Tulsa, Okla.	732,588	76
Akron, Ohio	723,767	77
Austin, Tex.	721,963	78
Las Vegas, Nev.	713,096	79
Knoxville, Tenn.	711,252	80
Gary–Hammond, Ind.	708,920	81
Oxnard–Ventura, Cal.	702,924	82
Tucson, Ariz.	688,153	83
Omaha, Neb.	669,566	84
Raleigh–Durham, N.C.	652,818	85
Fresno, Cal.	617,169	86
Little Rock–North Little Rock, Ark.	603,584	87
Lansing–East Lansing, Mich.	600,735	88
Wilmington, Del.	595,456	89
Tacoma, Wash.	587,087	90
Baton Rouge, La.	584,613	91
Bakersfield, Cal.	582,846	92
Portsmouth–Dover–Rochester, N.H.	576,239	93
Flint, Mich.	574,921	94
Chattanooga, Tenn.	572,691	95
Lancaster, Pa.	545,859	96
Charleston, S.C.	534,963	97
Madison, Wisc.	534,316	98
Mobile, Ala.	511,502	99
Trenton, N.J.	501,565	100
Total Top 100	**173,379,993**	
Santa Barbara–Santa Maria–Lompoc, Cal.	496,312	101
Lake County, Ill.	491,893	102
Manchester–Nashua, N.H.	487,222	103
Saginaw–Bay City–Midland, Mich.	485,430	104
Des Moines, Iowa	480,994	105
Youngstown–Warren, Ohio	476,372	106
Orange County, N.Y.	469,329	107
Beaumont–Port Arthur, Tex.	462,568	108
Stockton, Cal.	450,405	109
Albuquerque, N.M.	446,674	110
Portland, Me.	445,616	111
Atlantic City, N.J.	443,411	112
Canton, Ohio	442,895	113
El Paso, Tex.	436,887	114
York, Pa.	436,517	115
Columbia, S.C.	431,868	116
Daytona Beach, Fla.	429,926	117
Reading, Pa.	424,733	118
Lakeland–Winter Haven, Fla.	423,873	119
Santa Rosa–Petaluma, Cal.	422,568	120
Utica–Rome, N.Y.	417,850	121
Vallejo–Fairfield–Napa, Cal.	409,916	122
Johnson City–Kingsport–Bristol, Tenn.	407,707	123
Shreveport, La.	406,805	124
Spokane, Wash.	402,795	125
Wichita, Kans.	401,473	126
Davenport–Rock Island–Moline, Iowa–Ill.	391,983	127
Fort Myers–Cape Coral, Fla.	387,948	128
Fort Wayne, Ind.	387,440	129
Melbourne–Titusville–Palm Bay, Fla.	381,628	130
Poughkeepsie, N.Y.	373,838	131
Sarasota, Fla.	373,373	132
Modesto, Cal.	372,763	133
Augusta, Ga.	371,933	134
Aurora–Elgin, Ill.	371,049	135
Lexington-Fayette, Ky.	369,309	136
Peoria, Ill.	364,473	137
Corpus Christi, Tex.	352,838	138
Visalia–Tulare–Porterville, Cal.	350,484	139
Jackson, Miss.	348,025	140
Huntington–Ashland, W.Va.–Ky.	346,288	141
McAllen–Edinburg–Mission, Tex.	341,203	142
Evansville, Ind.	336,548	143
Anchorage, Alas.	336,046	144
Erie, Pa.	334,948	145
Appleton–Oshkosh–Neenah, Wisc.	333,555	146
Colorado Springs, Colo.	332,779	147
Binghamton, N.Y.	332,533	148
Rockford, Ill.	331,938	149
Macon–Warner Robins, Ga.	326,712	150
Total Top 150	**193,461,667**	
Joliet, Ill.	323,275	151
Pensacola, Fla.	320,637	152
Ann Arbor, Mich.	313,434	153
Charleston, W.Va.	311,150	154
New London–Norwich, Conn.	307,762	155
Duluth, Minn.	305,365	156
Salinas–Seaside–Monterey, Cal.	289,177	157
Johnstown, Pa.	286,703	158
Fort Pierce, Fla.	285,367	159
Lorain–Elyria, Ohio	281,413	160
Boulder–Longmont, Colo.	279,666	161
Galveston–Texas City, Tex.	277,228	162
Eugene–Springfield, Ore.	272,545	163
Niagara Falls, N.Y.	271,296	164
South Bend–Mishawaka, Ind.	269,323	165
Reno, Nev.	267,756	166
Lafayette, La.	266,896	167
Montgomery, Ala.	263,196	168
Hickory, N.C.	261,215	169
Santa Cruz, Cal.	260,176	170
Roanoke, Va.	259,661	171
Savannah, Ga.	259,356	172
Brownsville–Harlingen, Tex.	257,625	173
Beaver County, Pa.	252,737	174
Springfield, Mo.	247,029	175
Bradenton, Fla.	246,405	176
Kalamazoo, Mich.	242,812	177
Hamilton–Middletown, Ohio	241,724	178
Lubbock, Tex.	241,271	179
Gainesville, Fla.	240,853	180
Pittsfield, Mass.	234,647	181
Asheville, N.C.	233,644	182
Ocala, Fla.	230,175	183
Naples, Fla.	228,488	184
Longview–Marshall, Tex.	228,184	185
Lake Charles, La.	227,298	186
Brazoria, Tex.	226,895	187
Salem, Ore.	226,544	188
Tallahassee, Fla.	226,367	189
Racine, Wisc.	220,385	190
Boise, Ida.	219,383	191
Medford, Ore.	217,048	192
Chico, Cal.	215,261	193
Fayetteville, N.C.	214,758	194
Huntsville, Ala.	212,966	195
Fort Collins–Loveland, Colo.	211,778	196
Springfield, Ill.	211,406	197
Green Bay, Wisc.	210,956	198
Amarillo, Tex.	207,571	199
Odessa, Tex.	207,125	200
Total Top 200	**206,075,599**	
Houma–Thibodaux, La.	207,031	201
Killeen–Temple, Tex.	203,656	202
Lincoln, Neb.	202,880	203
Midland, Tex.	202,401	204
Elkhart–Goshen, Ind.	198,791	205
Columbus, Ga.	198,628	206
Vancouver, Wash.	195,939	207
Burlington, Vt.	195,196	208
Battle Creek, Mich.	194,057	209
Wheeling, W.Va.	190,797	210
Yakima, Wash.	190,285	211
Janesville–Beloit, Wisc.	189,506	212
Olympia, Wash.	188,232	213
St. Cloud, Minn.	188,211	214
Muskegon, Mich.	187,950	215
Topeka, Kans.	187,849	216
Provo–Orem, Utah	186,738	217
Vineland–Millville–Bridgeton, N.J.	184,696	218
Waco, Tex.	181,426	219
Eau Claire, Wisc.	180,637	220
Bangor, Me.	178,954	221
Champaign–Urbana–Rantoul, Ill.	178,728	222
Glens Falls, N.Y.	178,245	223
Tyler, Tex.	177,462	224
Biloxi–Gulfport, Miss.	175,519	225
Laredo, Tex.	173,677	226
Athens, Ga.	173,337	227
Jamestown–Dunkirk, N.Y.	171,468	228
Cedar Rapids, Iowa	171,206	229
Steubenville–Weirton, Ohio–W.Va.	170,906	230
Lynchburg, Va.	169,793	231
Redding, Cal.	169,487	232
Terre Haute, Ind.	167,954	233
Lima, Ohio	167,162	234
Charlottesville, Va.	165,446	235
Benton Harbor, Mich.	164,614	236
Anderson, Ind.	164,303	237
Bremerton, Wash.	164,243	238
Kenosha, Wisc.	164,155	239
Billings, Mont.	163,519	240
Tuscaloosa, Ala.	163,216	241
Altoona, Pa.	160,060	242
Abilene, Tex.	159,833	243
Jackson, Mich.	158,968	244
Wilmington, N.C.	158,955	245
Merced, Cal.	157,987	246
Fort Walton Beach, Fla.	157,199	247
Richland–Kennewick–Pasco, Wash.	157,198	248
Parkersburg–Marietta, W.Va.–Ohio	155,807	249
Monroe, La.	155,459	250
Total Top 250	**214,925,375**	
Lewiston–Auburn, Me.	152,679	251
Decatur, Ill.	151,411	252
Wichita Falls, Tex.	149,115	253
Joplin, Mo.	147,527	254
Muncie, Ind.	147,280	255
Bryan–College Station, Tex.	145,949	256
Alexandria, La.	144,067	257
Williamsport, Pa.	143,923	258
Fort Smith, Ark.	143,212	259
Anderson, S.C.	142,633	260
Sioux Falls, S.D.	142,410	261
Texarkana, Tex.–Ark.	141,536	262
Rochester, Minn.	140,770	263
Yuba City, Cal.	137,483	264
Fargo–Moorhead, N.D.–Minn.	136,926	265
Wausau, Wisc.	135,833	266
Pascagoula, Miss.	133,523	267
Bellingham, Wash.	132,431	268
San Angelo, Tex.	130,579	269
Mansfield, Ohio	129,639	270
Florence, S.C.	128,650	271
Fayetteville–Springdale, Ark.	128,046	272
Ko[illegible] Ind.	127,736	273
Si[illegible], Iowa	126,628	274
Albany, Ga.	125,666	275
Waterloo–Cedar Falls, Iowa	124,978	276
Burlington, N.C.	124,241	277
Pueblo, Colo.	123,489	278
Dothan, Ala.	121,852	279
Bloomington–Normal, Ill.	120,503	280
State College, Pa.	119,116	281
Hagerstown, Md.	115,819	282
Greeley, Colo.	114,661	283
Sharon, Pa.	113,873	284
St. Joseph, Mo.	111,128	285
Kankakee, Ill.	111,019	286
Sheboygan, Wisc.	108,110	287
Florence, Ala.	107,774	288
Clarksville–Hopkinsville, Tenn.–Ky.	107,122	289
Jacksonville, N.C.	103,506	290
La Crosse, Wisc.	102,768	291
Danville, Va.	102,506	292
Panama City, Fla.	102,489	293
Dubuque, Iowa	101,669	294
Sherman–Denison, Tex.	101,024	295
Lafayette–West Lafayette, Ind.	100,832	296
Owensboro, Ky.	100,334	297
Lawton, Okla.	99,872	298
Elmira, N.Y.	98,527	299
Bismarck, N.D.	97,494	300
Rapid City, S.D.	97,427	301
Bloomington, Ind.	96,304	302
Santa Fe, N.M.	94,284	303
Cumberland, Md.	94,134	304
Gadsden, Ala.	91,555	305
Pine Bluff, Ark.	90,858	306
Columbia, Mo.	90,119	307
Victoria, Tex.	89,068	308
Anniston, Ala.	88,027	309
Decatur, Ala.	84,729	310
Las Cruces, N.M.	82,898	311
Iowa City, Iowa	81,076	312
Jackson, Tenn.	80,828	313
Casper, Wyo.	75,487	314
Great Falls, Mont.	75,081	315
Cheyenne, Wyo.	68,916	316
Lawrence, Kans.	68,759	317
Enid, Okla.	67,440	318
Grand Forks, N.D.	50,552	319
Total Above Areas	**222,693,275**	
Percent of U.S.	**79.7175**	
U.S. Total	**279,353,018**	

Drug and Health & Beauty Aid Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	2,546,083	1
New York, N.Y.	2,372,030	2
Chicago, Ill.	1,747,262	3
Philadelphia, Pa.	1,643,484	4
Detroit, Mich.	1,361,728	5
Washington, D.C.	1,216,693	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	1,073,823	7
Atlanta, Ga.	945,085	8
Nassau–Suffolk, N.Y.	880,677	9
Houston, Tex.	872,798	10
Dallas, Tex.	772,329	11
Miami–Hialeah, Fla.	745,810	12
Anaheim–Santa Ana, Cal.	715,207	13
Minneapolis–St. Paul, Minn.	683,927	14
San Diego, Cal.	673,152	15
Oakland, Cal.	649,790	16
Phoenix, Ariz.	647,350	17
Baltimore, Md.	645,381	18
Seattle, Wash.	635,966	19
St. Louis, Mo.	617,514	20
Cleveland, Ohio	608,780	21
San Francisco, Cal.	598,718	22
Pittsburgh, Pa.	580,717	23
Tampa–St. Petersburg–Clearwater, Fla.	571,866	24
Riverside–San Bernardino, Cal.	535,948	25
Kansas City, Mo.–Kans.	485,152	26
San Jose, Cal.	481,962	27
Newark, N.J.	480,928	28
Bergen–Passaic, N.J.	463,851	29
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	446,108	30
New Orleans, La.	439,437	31
Cincinnati, Ohio	422,884	32
Sacramento, Cal.	404,130	33
Denver, Colo.	401,585	34
Columbus, Ohio	374,014	35
Hartford–New Britain–Middletown–Bristol, Conn.	358,097	36
Louisville, Ky.	352,973	37
Fort Worth–Arlington, Tex.	352,290	38
Milwaukee, Wisc.	351,957	39
Memphis, Tenn.	342,202	40
Indianapolis, Ind.	339,347	41
Portland, Ore.	334,725	42
Norfolk–Virginia Beach–Newport News, Va.	326,759	43
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	326,625	44
Richmond–Petersburg, Va.	312,365	45
Honolulu, Haw.	305,913	46
Middlesex–Somerset–Hunterdon, N.J.	289,441	47
San Antonio, Tex.	276,492	48
West Palm Beach–Boca Raton–Delray Beach, Fla.	276,207	49
Oklahoma City, Okla.	265,277	50
Total Top 50	**33,552,839**	
Monmouth–Ocean, N.J.	264,293	51
Greensboro–Winston-Salem–High Point, N.C.	261,048	52
Nashville, Tenn.	260,019	53
Buffalo, N.Y.	258,047	54
Raleigh–Durham, N.C.	253,112	55
Toledo, Ohio	250,393	56
Providence–Pawtucket–Woonsocket, R.I.	250,166	57
Birmingham, Ala.	248,578	58
Rochester, N.Y.	245,113	59
Orlando, Fla.	239,781	60
Albany–Schenectady–Troy, N.Y.	234,336	61
Dayton–Springfield, Ohio	232,732	62
Bridgeport–Stamford–Norwalk–Danbury, Conn.	229,942	63
Las Vegas, Nev.	229,550	64
Salt Lake City–Ogden, Utah	228,644	65
Scranton–Wilkes-Barre, Pa.	228,602	66
Tucson, Ariz.	206,142	67
Jacksonville, Fla.	204,972	68
Knoxville, Tenn.	191,284	69
Austin, Tex.	190,211	70
Greenville–Spartanburg, S.C.	182,963	71
Tulsa, Okla.	180,514	72
New Haven–Waterbury–Meriden, Conn.	179,722	73
Worcester–Fitchburg–Leominster, Mass.	179,371	74
Akron, Ohio	174,492	75
Allentown–Bethlehem, Pa.	170,260	76
Fresno, Cal.	165,172	77
Springfield, Mass.	164,916	78
Oxnard–Ventura, Cal.	163,448	79
Omaha, Neb.	161,944	80
Syracuse, N.Y.	160,383	81
Harrisburg–Lebanon–Carlisle, Pa.	157,725	82
Wilmington, Del.	144,590	83
Mobile, Ala.	142,024	84
Baton Rouge, La.	141,500	85
Grand Rapids, Mich.	141,214	86
Gary–Hammond, Ind.	138,543	87
Flint, Mich.	137,542	88
Jersey City, N.J.	137,216	89
Youngstown–Warren, Ohio	134,466	90
Stockton, Cal.	134,386	91
Santa Barbara–Santa Maria–Lompoc, Cal.	132,763	92
Albuquerque, N.M.	131,929	93
Little Rock–North Little Rock, Ark.	129,583	94
Jackson, Miss.	122,430	95
Lexington-Fayette, Ky.	122,317	96
Lake County, Ill.	121,836	97
Bakersfield, Cal.	121,706	98
Johnson City–Kingsport–Bristol, Tenn.	119,666	99
Trenton, N.J.	116,312	100
Total Top 100	**42,670,737**	
Wichita, Kans.	115,494	101
Atlantic City, N.J.	115,338	102
Charleston, S.C.	114,477	103
Santa Rosa–Petaluma, Cal.	113,284	104
Melbourne–Titusville–Palm Bay, Fla.	112,885	105
Columbia, S.C.	111,609	106
Tacoma, Wash.	110,555	107
El Paso, Tex.	110,236	108
Reno, Nev.	109,127	109
Saginaw–Bay City–Midland, Mich.	107,530	110
Augusta, Ga.	107,204	111
New Bedford–Fall River–Attleboro, Mass.	105,892	112
Chattanooga, Tenn.	105,112	113
Vallejo–Fairfield–Napa, Cal.	103,716	114
Modesto, Cal.	102,916	115
Huntington–Ashland, W.Va.–Ky.	102,433	116
Canton, Ohio	101,767	117
Spokane, Wash.	101,316	118
Beaumont–Port Arthur, Tex.	98,925	119
Macon–Warner Robins, Ga.	95,722	120
Manchester–Nashua, N.H.	94,767	121
Lancaster, Pa.	94,117	122
Lansing–East Lansing, Mich.	92,671	123
Des Moines, Iowa	90,993	124
Daytona Beach, Fla.	90,287	125
Aurora–Elgin, Ill.	89,685	126
Sarasota, Fla.	89,634	127
Corpus Christi, Tex.	88,856	128
Montgomery, Ala.	88,104	129
Anchorage, Alas.	88,078	130
Charleston, W.Va.	87,183	131
Utica–Rome, N.Y.	86,932	132
Fort Wayne, Ind.	85,898	133
Lakeland–Winter Haven, Fla.	84,742	134
Reading, Pa.	84,446	135
Salinas–Seaside–Monterey, Cal.	84,266	136
Shreveport, La.	83,616	137
Davenport–Rock Island–Moline, Iowa–Ill.	83,437	138
Peoria, Ill.	83,020	139
Portsmouth–Dover–Rochester, N.H.	82,270	140
McAllen–Edinburg–Mission, Tex.	81,769	141
Savannah, Ga.	81,431	142
Joliet, Ill.	79,444	143
York, Pa.	78,272	144
Pensacola, Fla.	77,968	145
Fort Myers–Cape Coral, Fla.	77,771	146
Madison, Wisc.	77,466	147
Hickory, N.C.	76,580	148
Springfield, Mo.	76,160	149
Roanoke, Va.	75,711	150
Total Top 150	**47,251,869**	
Colorado Springs, Colo.	74,816	151
Rockford, Ill.	72,646	152
Visalia–Tulare–Porterville, Cal.	71,999	153
Orange County, N.Y.	71,394	154
Binghamton, N.Y.	71,041	155
Portland, Me.	70,324	156
Asheville, N.C.	69,474	157
Ann Arbor, Mich.	68,420	158
Eugene–Springfield, Ore.	67,883	159
Brownsville–Harlingen, Tex.	64,742	160
South Bend–Mishawaka, Ind.	63,591	161
Bradenton, Fla.	63,284	162
Salem, Ore.	62,756	163
Huntsville, Ala.	62,550	164
Evansville, Ind.	61,780	165
Biloxi–Gulfport, Miss.	61,547	166
Fort Pierce, Fla.	61,266	167
Poughkeepsie, N.Y.	61,114	168
Columbus, Ga.	60,372	169
Odessa, Tex.	60,095	170
Lubbock, Tex.	59,843	171
Boulder–Longmont, Colo.	59,273	172
Lafayette, La.	59,201	173
Appleton–Oshkosh–Neenah, Wisc.	58,458	174
Lake Charles, La.	57,946	175
Chico, Cal.	57,891	176
Erie, Pa.	57,885	177
Duluth, Minn.	57,468	178
Fayetteville, N.C.	56,835	179
Kalamazoo, Mich.	56,709	180
Amarillo, Tex.	55,999	181
Springfield, Ill.	55,691	182
Santa Cruz, Cal.	55,095	183
Gainesville, Fla.	54,888	184
Lorain–Elyria, Ohio	53,438	185
Longview–Marshall, Tex.	52,868	186
Topeka, Kans.	52,787	187
Wheeling, W.Va.	52,511	188
Midland, Tex.	52,059	189
Parkersburg–Marietta, W.Va.–Ohio	51,860	190
Hamilton–Middletown, Ohio	51,797	191
Ocala, Fla.	51,586	192
Vancouver, Wash.	51,202	193
Niagara Falls, N.Y.	50,604	194
Lynchburg, Va.	49,973	195
Beaver County, Pa.	49,640	196
Houma–Thibodaux, La.	49,212	197
Tallahassee, Fla.	49,186	198
Merced, Cal.	48,755	199
Green Bay, Wisc.	48,672	200
Total Top 200	**50,292,295**	
New London–Norwich, Conn.	48,026	201
Athens, Ga.	47,914	202
Abilene, Tex.	47,654	203
Provo–Orem, Utah	46,501	204
Pittsfield, Mass.	46,236	205
Waco, Tex.	45,714	206
Charlottesville, Va.	45,503	207
Galveston–Texas City, Tex.	45,465	208
Lincoln, Neb.	45,410	209
Richland–Kennewick–Pasco, Wash.	45,018	210
Yakima, Wash.	44,282	211
Killeen–Temple, Tex.	43,920	212
Brazoria, Tex.	43,724	213
Bremerton, Wash.	43,392	214
Naples, Fla.	43,377	215
Johnstown, Pa.	43,054	216
Champaign–Urbana–Rantoul, Ill.	42,910	217
Wilmington, N.C.	42,720	218
Redding, Cal.	42,653	219
Laredo, Tex.	42,084	220
Steubenville–Weirton, Ohio–W.Va.	41,822	221
Olympia, Wash.	41,607	222
Tyler, Tex.	40,662	223
Janesville–Beloit, Wisc.	40,486	224
Fort Collins–Loveland, Colo.	40,464	225
Boise, Ida.	40,324	226
Racine, Wisc.	39,937	227
Burlington, N.C.	39,678	228
Fort Smith, Ark.	39,134	229
St. Cloud, Minn.	38,846	230
Lima, Ohio	38,692	231
Owensboro, Ky.	37,743	232
Anderson, S.C.	37,571	233
Tuscaloosa, Ala.	37,564	234
Cedar Rapids, Iowa	37,529	235
Glens Falls, N.Y.	37,512	236
Battle Creek, Mich.	37,440	237
Wichita Falls, Tex.	37,289	238
Panama City, Fla.	36,956	239
Benton Harbor, Mich.	36,806	240
Muncie, Ind.	36,782	241
Clarksville–Hopkinsville, Tenn.–Ky.	36,577	242
Anderson, Ind.	36,331	243
Fort Walton Beach, Fla.	36,292	244
Monroe, La.	36,290	245
Alexandria, La.	36,126	246
Jackson, Mich.	36,023	247
Medford, Ore.	35,506	248
Dothan, Ala.	34,991	249
Florence, S.C.	34,395	250
Total Top 250	**52,325,227**	
Bloomington–Normal, Ill.	34,099	251
Altoona, Pa.	33,904	252
Burlington, Vt.	33,738	253
Waterloo–Cedar Falls, Iowa	33,448	254
Florence, Ala.	33,326	255
Eau Claire, Wisc.	33,213	256
Joplin, Mo.	32,975	257
Rochester, Minn.	32,893	258
Vineland–Millville–Bridgeton, N.J.	32,800	259
Danville, Va.	32,689	260
Pueblo, Colo.	32,558	261
Texarkana, Tex.–Ark.	32,485	262
Decatur, Ill.	32,429	263
Cumberland, Md.	31,847	264
San Angelo, Tex.	31,811	265
Kokomo, Ind.	30,998	266
Bellingham, Wash.	30,985	267
Kenosha, Wisc.	30,931	268
Elkhart–Goshen, Ind.	30,716	269
Bryan–College Station, Tex.	30,481	270
Lafayette–West Lafayette, Ind.	30,435	271
Williamsport, Pa.	30,268	272
Jackson, Tenn.	30,098	273
Sioux Falls, S.D.	29,974	274
Santa Fe, N.M.	29,483	275
Fayetteville–Springdale, Ark.	29,474	276
Albany, Ga.	29,402	277
Hagerstown, Md.	29,049	278
Jamestown–Dunkirk, N.Y.	28,921	279
Muskegon, Mich.	28,873	280
Mansfield, Ohio	28,771	281
Anniston, Ala.	28,756	282
Sherman–Denison, Tex.	28,334	283
Decatur, Ala.	27,527	284
Terre Haute, Ind.	27,153	285
Fargo–Moorhead, N.D.–Minn.	26,667	286
Pascagoula, Miss.	26,242	287
Yuba City, Cal.	26,214	288
Greeley, Colo.	25,985	289
Elmira, N.Y.	25,948	290
Bangor, Me.	25,934	291
Billings, Mont.	24,776	292
Las Cruces, N.M.	24,654	293
Columbia, Mo.	24,400	294
Sharon, Pa.	24,391	295
Gadsden, Ala.	24,237	296
La Crosse, Wisc.	23,938	297
State College, Pa.	23,349	298
Rapid City, S.D.	23,306	299
St. Joseph, Mo.	23,019	300
Lewiston–Auburn, Me.	22,916	301
Jacksonville, N.C.	22,681	302
Sioux City, Iowa	22,544	303
Lawton, Okla.	21,536	304
Dubuque, Iowa	20,785	305
Bismarck, N.D.	20,683	306
Wausau, Wisc.	20,513	307
Victoria, Tex.	20,382	308
Kankakee, Ill.	19,561	309
Sheboygan, Wisc.	19,522	310
Bloomington, Ind.	19,305	311
Pine Bluff, Ark.	17,589	312
Great Falls, Mont.	16,070	313
Iowa City, Iowa	15,284	314
Enid, Okla.	15,059	315
Grand Forks, N.D.	13,557	316
Lawrence, Kans.	12,555	317
Cheyenne, Wyo.	12,277	318
Casper, Wyo.	10,171	319
Total Above Areas	**54,126,121**	
Percent of U.S.	**81.5470**	
U.S. Total	**66,374,126**	

Women's and Girls' Clothing Sales

Area	($000)	Rank
New York, N.Y.	4,167,766	1
Los Angeles–Long Beach, Cal.	3,357,027	2
Chicago, Ill.	3,080,092	3
Philadelphia, Pa.	2,230,818	4
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	1,916,613	5
Washington, D.C.	1,802,314	6
Detroit, Mich.	1,719,333	7
Nassau–Suffolk, N.Y.	1,390,801	8
Houston, Tex.	1,283,946	9
Atlanta, Ga.	1,228,453	10
Minneapolis–St. Paul, Minn.	1,153,514	11
Dallas, Tex.	1,151,941	12
Anaheim–Santa Ana, Cal.	1,117,487	13
San Francisco, Cal.	1,041,862	14
Miami–Hialeah, Fla.	990,296	15
St. Louis, Mo.	971,881	16
Phoenix, Ariz.	936,930	17
Seattle, Wash.	879,116	18
San Diego, Cal.	865,820	19
Bergen–Passaic, N.J.	860,126	20
Baltimore, Md.	853,824	21
Cleveland, Ohio	825,339	22
Oakland, Cal.	812,153	23
Pittsburgh, Pa.	773,855	24
Newark, N.J.	759,749	25
San Jose, Cal.	709,090	26
Kansas City, Mo.–Kans.	698,285	27
Denver, Colo.	644,761	28
Riverside–San Bernardino, Cal.	613,449	29
Tampa–St. Petersburg–Clearwater, Fla.	611,991	30
Cincinnati, Ohio	573,225	31
Middlesex–Somerset–Hunterdon, N.J.	566,373	32
Milwaukee, Wisc.	557,951	33
Bridgeport–Stamford–Norwalk–Danbury, Conn.	536,593	34
Columbus, Ohio	526,407	35
Hartford–New Britain–Middletown–Bristol, Conn.	523,113	36
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	519,614	37
Portland, Ore.	486,010	38
New Orleans, La.	482,909	39
Norfolk–Virginia Beach–Newport News, Va.	480,146	40
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	478,879	41
Fort Worth–Arlington, Tex.	473,300	42
Indianapolis, Ind.	452,252	43
Sacramento, Cal.	438,820	44
West Palm Beach–Boca Raton–Delray Beach, Fla.	423,001	45
Honolulu, Haw.	418,497	46
Louisville, Ky.	410,770	47
San Antonio, Tex.	406,163	48
Memphis, Tenn.	403,447	49
Greensboro–Winston-Salem–High Point, N.C.	398,749	50
Total Top 50	**49,004,851**	
Monmouth–Ocean, N.J.	395,045	51
Oklahoma City, Okla.	381,368	52
Richmond–Petersburg, Va.	353,123	53
Salt Lake City–Ogden, Utah	352,138	54
Buffalo, N.Y.	349,464	55
New Haven–Waterbury–Meriden, Conn.	348,189	56
Providence–Pawtucket–Woonsocket, R.I.	340,014	57
Orlando, Fla.	334,908	58
Nashville, Tenn.	328,713	59
Dayton–Springfield, Ohio	323,191	60
Albany–Schenectady–Troy, N.Y.	315,626	61
Rochester, N.Y.	312,900	62
Birmingham, Ala.	304,398	63
Raleigh–Durham, N.C.	295,133	64
Scranton–Wilkes-Barre, Pa.	275,128	65
Toledo, Ohio	270,174	66
Jacksonville, Fla.	269,764	67
Knoxville, Tenn.	253,810	68
Springfield, Mass.	253,388	69
Las Vegas, Nev.	247,003	70
Austin, Tex.	242,976	71
Allentown–Bethlehem, Pa.	240,623	72
Tulsa, Okla.	236,128	73
Little Rock–North Little Rock, Ark.	227,859	74
Tucson, Ariz.	226,605	75
Omaha, Neb.	226,374	76
Greenville–Spartanburg, S.C.	225,975	77
Grand Rapids, Mich.	225,214	78
Syracuse, N.Y.	224,112	79
Wilmington, Del.	223,855	80
Worcester–Fitchburg–Leominster, Mass.	218,664	81
Harrisburg–Lebanon–Carlisle, Pa.	214,908	82
Reading, Pa.	211,389	83
Oxnard–Ventura, Cal.	206,796	84
Manchester–Nashua, N.H.	203,884	85
Gary–Hammond, Ind.	199,526	86
Lake County, Ill.	191,564	87
Akron, Ohio	189,067	88
Albuquerque, N.M.	188,162	89
Flint, Mich.	182,158	90
El Paso, Tex.	181,706	91
Baton Rouge, La.	181,547	92
Jersey City, N.J.	179,254	93
Saginaw–Bay City–Midland, Mich.	178,905	94
Fresno, Cal.	174,786	95
Trenton, N.J.	172,414	96
New Bedford–Fall River–Attleboro, Mass.	170,514	97
Columbia, S.C.	169,955	98
Des Moines, Iowa	166,921	99
Madison, Wisc.	164,075	100
Total Top 100	**61,354,244**	
Lexington-Fayette, Ky.	163,656	101
Tacoma, Wash.	157,000	102
Youngstown–Warren, Ohio	156,335	103
Anchorage, Alas.	152,352	104
McAllen–Edinburg–Mission, Tex.	151,026	105
Chattanooga, Tenn.	148,660	106
Wichita, Kans.	148,045	107
Charleston, S.C.	147,406	108
Davenport–Rock Island–Moline, Iowa–Ill.	145,428	109
Huntington–Ashland, W.Va.–Ky.	142,567	110
Portland, Me.	141,824	111
Jackson, Miss.	140,650	112
Johnson City–Kingsport–Bristol, Tenn.	137,718	113
Mobile, Ala.	135,568	114
Augusta, Ga.	135,007	115
Portsmouth–Dover–Rochester, N.H.	134,118	116
Atlantic City, N.J.	132,420	117
Santa Barbara–Santa Maria–Lompoc, Cal.	131,653	118
Canton, Ohio	131,253	119
Salinas–Seaside–Monterey, Cal.	130,560	120
Laredo, Tex.	128,390	121
Lansing–East Lansing, Mich.	128,158	122
Evansville, Ind.	124,768	123
Reno, Nev.	124,275	124
Fort Wayne, Ind.	123,900	125
Corpus Christi, Tex.	123,345	126
Spokane, Wash.	122,145	127
Bakersfield, Cal.	120,349	128
Colorado Springs, Colo.	120,258	129
Lancaster, Pa.	119,243	130
Modesto, Cal.	119,085	131
Beaumont–Port Arthur, Tex.	118,291	132
Stockton, Cal.	116,536	133
Sarasota, Fla.	116,360	134
Orange County, N.Y.	115,473	135
Aurora–Elgin, Ill.	111,222	136
Peoria, Ill.	109,692	137
Montgomery, Ala.	109,487	138
Santa Rosa–Petaluma, Cal.	108,206	139
Pensacola, Fla.	107,538	140
Shreveport, La.	105,770	141
Utica–Rome, N.Y.	105,005	142
Appleton–Oshkosh–Neenah, Wisc.	103,650	143
Ann Arbor, Mich.	102,887	144
Melbourne–Titusville–Palm Bay, Fla.	101,137	145
Brownsville–Harlingen, Tex.	100,691	146
York, Pa.	99,141	147
Macon–Warner Robins, Ga.	99,054	148
St. Cloud, Minn.	99,044	149
Roanoke, Va.	96,307	150
Total Top 150	**67,596,897**	
Savannah, Ga.	96,268	151
Daytona Beach, Fla.	95,566	152
Vallejo–Fairfield–Napa, Cal.	93,933	153
Fort Myers–Cape Coral, Fla.	93,590	154
Rockford, Ill.	92,611	155
Kalamazoo, Mich.	92,053	156
Lafayette, La.	91,332	157
Lakeland–Winter Haven, Fla.	90,013	158
Springfield, Mo.	89,715	159
Green Bay, Wisc.	89,648	160
Springfield, Ill.	89,352	161
South Bend–Mishawaka, Ind.	89,132	162
Tallahassee, Fla.	88,984	163
Cedar Rapids, Iowa	88,925	164
Duluth, Minn.	88,613	165
Erie, Pa.	88,208	166
Joliet, Ill.	87,307	167
Visalia–Tulare–Porterville, Cal.	84,933	168
Lubbock, Tex.	83,760	169
Charleston, W.Va.	80,643	170
Poughkeepsie, N.Y.	80,295	171
Lincoln, Neb.	75,105	172
Boulder–Longmont, Colo.	74,987	173
Charlottesville, Va.	74,661	174
New London–Norwich, Conn.	73,676	175
Fayetteville, N.C.	73,518	176
Hickory, N.C.	73,046	177
Amarillo, Tex.	71,720	178
Midland, Tex.	71,290	179
Lynchburg, Va.	71,178	180
Huntsville, Ala.	69,986	181
Columbus, Ga.	69,475	182
Niagara Falls, N.Y.	68,131	183
Sioux Falls, S.D.	67,671	184
Asheville, N.C.	67,482	185
Eugene–Springfield, Ore.	66,296	186
Binghamton, N.Y.	65,471	187
Longview–Marshall, Tex.	65,216	188
Burlington, Vt.	65,013	189
Lorain–Elyria, Ohio	64,674	190
Wheeling, W.Va.	64,662	191
Odessa, Tex.	64,506	192
Biloxi–Gulfport, Miss.	64,254	193
Santa Cruz, Cal.	63,998	194
Fort Pierce, Fla.	63,605	195
Gainesville, Fla.	63,534	196
Salem, Ore.	63,464	197
Champaign–Urbana–Rantoul, Ill.	62,711	198
Bloomington–Normal, Ill.	62,642	199
Fargo–Moorhead, N.D.–Minn.	62,056	200
Total Top 200	**71,435,806**	
Athens, Ga.	61,342	201
Ocala, Fla.	61,328	202
Abilene, Tex.	60,614	203
Tyler, Tex.	60,077	204
Waco, Tex.	59,651	205
Boise, Ida.	59,501	206
Rochester, Minn.	59,472	207
Galveston–Texas City, Tex.	58,924	208
Racine, Wisc.	58,008	209
Beaver County, Pa.	57,272	210
Naples, Fla.	56,592	211
Killeen–Temple, Tex.	56,277	212
Tuscaloosa, Ala.	56,049	213
Terre Haute, Ind.	56,037	214
Burlington, N.C.	55,618	215
Altoona, Pa.	54,985	216
Janesville–Beloit, Wisc.	54,397	217
Decatur, Ill.	54,320	218
Wilmington, N.C.	54,031	219
Topeka, Kans.	54,008	220
Bradenton, Fla.	53,318	221
Pittsfield, Mass.	53,124	222
Provo–Orem, Utah	52,801	223
Mansfield, Ohio	52,730	224
Vancouver, Wash.	52,639	225
Lima, Ohio	52,396	226
Yakima, Wash.	52,365	227
Wichita Falls, Tex.	51,292	228
Olympia, Wash.	51,247	229
Fort Walton Beach, Fla.	51,007	230
Bangor, Me.	50,973	231
Albany, Ga.	49,350	232
Houma–Thibodaux, La.	49,310	233
Florence, Ala.	49,186	234
Monroe, La.	49,138	235
Benton Harbor, Mich.	48,032	236
Jackson, Tenn.	47,808	237
Bryan–College Station, Tex.	47,627	238
Parkersburg–Marietta, W.Va.–Ohio	47,590	239
Johnstown, Pa.	47,135	240
Florence, S.C.	47,077	241
Alexandria, La.	46,780	242
Sioux City, Iowa	46,258	243
Waterloo–Cedar Falls, Iowa	46,170	244
Panama City, Fla.	46,072	245
Fort Collins–Loveland, Colo.	45,993	246
Eau Claire, Wisc.	45,934	247
Richland–Kennewick–Pasco, Wash.	45,498	248
Billings, Mont.	45,429	249
Elmira, N.Y.	45,357	250
Total Top 250	**74,053,945**	
Williamsport, Pa.	44,893	251
Brazoria, Tex.	44,787	252
Anderson, Ind.	44,683	253
Dothan, Ala.	44,561	254
La Crosse, Wisc.	44,343	255
Lake Charles, La.	44,056	256
Hamilton–Middletown, Ohio	43,987	257
Lafayette–West Lafayette, Ind.	43,722	258
Texarkana, Tex.–Ark.	43,362	259
Vineland–Millville–Bridgeton, N.J.	41,778	260
Chico, Cal.	41,655	261
Fort Smith, Ark.	40,633	262
Owensboro, Ky.	40,524	263
Cumberland, Md.	40,120	264
Grand Forks, N.D.	39,760	265
Bloomington, Ind.	39,610	266
Elkhart–Goshen, Ind.	39,587	267
Anderson, S.C.	39,450	268
San Angelo, Tex.	38,837	269
Kokomo, Ind.	38,703	270
Muncie, Ind.	38,189	271
Santa Fe, N.M.	38,058	272
Joplin, Mo.	37,948	273
Merced, Cal.	37,740	274
Jackson, Mich.	37,664	275
Rapid City, S.D.	37,642	276
Muskegon, Mich.	37,226	277
Columbia, Mo.	36,433	278
Glens Falls, N.Y.	36,225	279
Lawton, Okla.	36,150	280
Pascagoula, Miss.	36,147	281
Sharon, Pa.	36,029	282
Clarksville–Hopkinsville, Tenn.–Ky.	35,767	283
St. Joseph, Mo.	35,553	284
Redding, Cal.	35,455	285
Pueblo, Colo.	35,273	286
Bismarck, N.D.	34,500	287
Steubenville–Weirton, Ohio–W.Va.	34,070	288
Fayetteville–Springdale, Ark.	33,162	289
Wausau, Wisc.	32,956	290
Kenosha, Wisc.	32,231	291
Bellingham, Wash.	32,108	292
Victoria, Tex.	31,797	293
Bremerton, Wash.	31,767	294
Lewiston–Auburn, Me.	31,160	295
Dubuque, Iowa	31,136	296
Anniston, Ala.	31,108	297
Battle Creek, Mich.	31,042	298
Sherman–Denison, Tex.	30,773	299
Danville, Va.	30,609	300
Pine Bluff, Ark.	30,125	301
State College, Pa.	29,465	302
Hagerstown, Md.	28,993	303
Las Cruces, N.M.	28,499	304
Greeley, Colo.	27,295	305
Great Falls, Mont.	27,076	306
Medford, Ore.	26,848	307
Yuba City, Cal.	26,768	308
Decatur, Ala.	25,799	309
Iowa City, Iowa	25,750	310
Sheboygan, Wisc.	25,476	311
Gadsden, Ala.	25,144	312
Jamestown–Dunkirk, N.Y.	22,911	313
Cheyenne, Wyo.	22,848	314
Kankakee, Ill.	22,415	315
Enid, Okla.	19,792	316
Casper, Wyo.	17,812	317
Lawrence, Kans.	16,456	318
Jacksonville, N.C.	15,610	319
Total Above Areas	**76,393,996**	
Percent of U.S.	**87.6874**	
U.S. Total	**87,120,882**	

Men's and Boys' Clothing Sales

Area	($000)	Rank
New York, N.Y.	2,150,213	1
Los Angeles–Long Beach, Cal.	1,793,376	2
Chicago, Ill.	1,463,806	3
Philadelphia, Pa.	1,018,645	4
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	939,189	5
Washington, D.C.	885,993	6
Detroit, Mich.	818,727	7
Nassau–Suffolk, N.Y.	761,769	8
Houston, Tex.	679,706	9
Minneapolis–St. Paul, Minn.	590,828	10
Atlanta, Ga.	587,915	11
Anaheim–Santa Ana, Cal.	573,569	12
San Francisco, Cal.	559,965	13
Dallas, Tex.	544,153	14
Miami–Hialeah, Fla.	501,697	15
St. Louis, Mo.	454,708	16
Baltimore, Md.	457,776	17
Seattle, Wash.	454,352	18
San Diego, Cal.	443,978	19
Bergen–Passaic, N.J.	439,570	20
Oakland, Cal.	431,166	21
Cleveland, Ohio	412,728	22
Phoenix, Ariz.	402,725	23
San Jose, Cal.	372,918	24
Pittsburgh, Pa.	362,447	25
Kansas City, Mo.–Kans.	361,910	26
Denver, Colo.	354,378	27
Newark, N.J.	345,546	28
Columbus, Ohio	331,911	29
Riverside–San Bernardino, Cal.	323,436	30
Tampa–St. Petersburg–Clearwater, Fla.	296,004	31
Cincinnati, Ohio	295,723	32
Milwaukee, Wisc.	291,947	33
Middlesex–Somerset–Hunterdon, N.J.	288,813	34
Bridgeport–Stamford–Norwalk–Danbury, Conn.	273,283	35
Hartford–New Britain–Middletown–Bristol, Conn.	267,367	36
Portland, Ore.	267,124	37
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	251,215	38
New Orleans, La.	249,013	39
Fort Worth–Arlington, Tex.	240,825	40
Norfolk–Virginia Beach–Newport News, Va.	239,977	41
Indianapolis, Ind.	239,727	42
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	234,852	43
Sacramento, Cal.	225,068	44
Honolulu, Haw.	214,257	45
San Antonio, Tex.	207,209	46
Monmouth–Ocean, N.J.	203,159	47
Salt Lake City–Ogden, Utah	199,861	48
Memphis, Tenn.	199,357	49
Oklahoma City, Okla.	197,217	50
Total Top 50	**24,733,098**	
Greensboro–Winston-Salem–High Point, N.C.	192,919	51
Louisville, Ky.	190,622	52
New Haven–Waterbury–Meriden, Conn.	188,168	53
West Palm Beach–Boca Raton–Delray Beach, Fla.	181,496	54
Providence–Pawtucket–Woonsocket, R.I.	172,920	55
Nashville, Tenn.	165,635	56
Richmond–Petersburg, Va.	162,870	57
Dayton–Springfield, Ohio	160,774	58
Buffalo, N.Y.	160,605	59
Albany–Schenectady–Troy, N.Y.	160,083	60
Rochester, N.Y.	159,631	61
Orlando, Fla.	155,587	62
Birmingham, Ala.	153,664	63
Toledo, Ohio	148,624	64
Raleigh–Durham, N.C.	140,723	65
Scranton–Wilkes-Barre, Pa.	137,151	66
Tulsa, Okla.	135,641	67
Las Vegas, Nev.	134,806	68
Jacksonville, Fla.	128,044	69
Grand Rapids, Mich.	121,867	70
Omaha, Neb.	121,476	71
Tucson, Ariz.	120,985	72
Knoxville, Tenn.	120,141	73
Springfield, Mass.	119,389	74
Austin, Tex.	119,175	75
Syracuse, N.Y.	117,689	76
Wilmington, Del.	115,881	77
Worcester–Fitchburg–Leominster, Mass.	115,082	78
Greenville–Spartanburg, S.C.	114,180	79
Oxnard–Ventura, Cal.	113,650	80
Portland, Me.	112,473	81
Allentown–Bethlehem, Pa.	111,346	82
Little Rock–North Little Rock, Ark.	108,016	83
Manchester–Nashua, N.H.	107,643	84
Harrisburg–Lebanon–Carlisle, Pa.	106,466	85
Reading, Pa.	104,890	86
Jersey City, N.J.	102,748	87
Albuquerque, N.M.	101,513	88
Fresno, Cal.	100,950	89
Gary–Hammond, Ind.	99,504	90
Baton Rouge, La.	96,427	91
Flint, Mich.	94,002	92
El Paso, Tex.	93,307	93
Lake County, Ill.	91,729	94
Saginaw–Bay City–Midland, Mich.	90,264	95
Madison, Wisc.	90,083	96
Akron, Ohio	87,984	97
New Bedford–Fall River–Attleboro, Mass.	87,951	98
Wichita, Kans.	86,954	99
Des Moines, Iowa	86,768	100
Total Top 100	**31,023,594**	
Columbia, S.C.	82,629	101
Tacoma, Wash.	81,397	102
Lexington-Fayette, Ky.	81,378	103

Area	($000)	Rank
Trenton, N.J.	80,633	104
Huntington–Ashland, W.Va.–Ky.	80,280	105
Charleston, S.C.	79,071	106
Chattanooga, Tenn.	78,137	107
Youngstown–Warren, Ohio	77,824	108
Anchorage, Alas.	77,565	109
Atlantic City, N.J.	76,425	110
McAllen–Edinburg–Mission, Tex.	75,660	111
Mobile, Ala.	71,395	112
Bakersfield, Cal.	70,273	113
Davenport–Rock Island–Moline, Iowa–Ill.	69,536	114
Santa Barbara–Santa Maria–Lompoc, Cal.	68,829	115
Johnson City–Kingsport–Bristol, Tenn.	68,636	116
Portsmouth–Dover–Rochester, N.H.	68,531	117
Augusta, Ga.	68,518	118
Reno, Nev.	67,381	119
Jackson, Miss.	67,102	120
Colorado Springs, Colo.	67,087	121
Lansing–East Lansing, Mich.	66,948	122
Beaumont–Port Arthur, Tex.	66,498	123
Fort Wayne, Ind.	64,296	124
Evansville, Ind.	64,178	125
York, Pa.	64,045	126
Spokane, Wash.	64,006	127
Lancaster, Pa.	63,147	128
Salinas–Seaside–Monterey, Cal.	62,631	129
Stockton, Cal.	62,322	130
Appleton–Oshkosh–Neenah, Wisc.	61,041	131
Canton, Ohio	59,818	132
Orange County, N.Y.	59,675	133
Modesto, Cal.	59,121	134
Laredo, Tex.	57,912	135
Santa Rosa–Petaluma, Cal.	57,512	136
Vallejo–Fairfield–Napa, Cal.	56,298	137
Corpus Christi, Tex.	55,792	138
Shreveport, La.	55,427	139
Ann Arbor, Mich.	54,689	140
Aurora–Elgin, Ill.	54,615	141
Peoria, Ill.	53,021	142
St. Cloud, Minn.	52,799	143
Green Bay, Wisc.	51,738	144
Pensacola, Fla.	51,321	145
Roanoke, Va.	51,240	146
Brownsville–Harlingen, Tex.	51,178	147
Montgomery, Ala.	49,307	148
Utica–Rome, N.Y.	48,510	149
Savannah, Ga.	47,700	150
Total Top 150	**34,248,666**	
Springfield, Mo.	47,457	151
Macon–Warner Robins, Ga.	47,401	152
Kalamazoo, Mich.	47,395	153
Melbourne–Titusville–Palm Bay, Fla.	47,199	154
South Bend–Mishawaka, Ind.	46,843	155
Lakeland–Winter Haven, Fla.	46,783	156
Lafayette, La.	46,683	157
Daytona Beach, Fla.	46,527	158
Erie, Pa.	45,592	159
Lubbock, Tex.	45,388	160
Rockford, Ill.	45,356	161
Duluth, Minn.	44,918	162
Visalia–Tulare–Porterville, Cal.	44,704	163
Sarasota, Fla.	44,181	164
Fort Myers–Cape Coral, Fla.	43,826	165
Joliet, Ill.	42,480	166
Tallahassee, Fla.	42,455	167
Cedar Rapids, Iowa	41,990	168
Boulder–Longmont, Colo.	41,117	169
Charleston, W.Va.	40,286	170
Burlington, Vt.	40,148	171
Midland, Tex.	38,700	172
Springfield, Ill.	38,632	173
Poughkeepsie, N.Y.	38,518	174
Huntsville, Ala.	38,495	175
Fayetteville, N.C.	38,176	176
Charlottesville, Va.	37,931	177
Binghamton, N.Y.	37,384	178
Salem, Ore.	37,041	179
Lincoln, Neb.	36,793	180
Bangor, Me.	36,119	181
Odessa, Tex.	36,004	182
New London–Norwich, Conn.	35,934	183
Champaign–Urbana–Rantoul, Ill.	35,398	184
Niagara Falls, N.Y.	35,169	185
Eugene–Springfield, Ore.	35,014	186
Lynchburg, Va.	34,801	187
Gainesville, Fla.	34,723	188
Sioux Falls, S.D.	33,992	189
Amarillo, Tex.	33,957	190
Asheville, N.C.	33,889	191
Wheeling, W.Va.	32,889	192
Boise, Ida.	32,786	193
Lorain–Elyria, Ohio	32,471	194
Columbus, Ga.	32,297	195
Galveston–Texas City, Tex.	32,028	196
Waco, Tex.	31,988	197
Longview–Marshall, Tex.	31,902	198
Hickory, N.C.	31,832	199
Topeka, Kans.	31,675	200
Total Top 200	**36,203,973**	
Killeen–Temple, Tex.	30,948	201
Bloomington–Normal, Ill.	30,943	202
Fargo–Moorhead, N.D.–Minn.	30,884	203
Santa Cruz, Cal.	30,843	204
Fort Pierce, Fla.	30,837	205
Athens, Ga.	30,636	206
Tyler, Tex.	30,117	207
Pittsfield, Mass.	30,091	208
Provo–Orem, Utah	29,844	209
Lima, Ohio	29,793	210
Biloxi–Gulfport, Miss.	29,651	211
Beaver County, Pa.	29,576	212
Decatur, Ill.	29,341	213

Area	($000)	Rank
Wilmington, N.C.	29,034	214
Vancouver, Wash.	28,961	215
Abilene, Tex.	28,382	216
Racine, Wisc.	28,210	217
Terre Haute, Ind.	27,432	218
Yakima, Wash.	27,339	219
Rochester, Minn.	27,081	220
Mansfield, Ohio	27,040	221
Parkersburg–Marietta, W.Va.–Ohio	26,814	222
Bradenton, Fla.	26,298	223
Naples, Fla.	26,289	224
Benton Harbor, Mich.	26,212	225
Janesville–Beloit, Wisc.	26,019	226
Houma–Thibodaux, La.	25,923	227
Olympia, Wash.	25,677	228
Burlington, N.C.	25,664	229
Waterloo–Cedar Falls, Iowa	25,376	230
Johnstown, Pa.	25,286	231
Florence, Ala.	25,082	232
Albany, Ga.	24,880	233
Fort Walton Beach, Fla.	24,790	234
Jackson, Tenn.	24,615	235
Alexandria, La.	24,541	236
Ocala, Fla.	24,318	237
Sioux City, Iowa	24,242	238
Fort Collins–Loveland, Colo.	24,158	239
Fort Smith, Ark.	23,852	240
Vineland–Millville–Bridgeton, N.J.	23,702	241
Lafayette–West Lafayette, Ind.	23,678	242
Eau Claire, Wisc.	23,654	243
Altoona, Pa.	23,617	244
Wichita Falls, Tex.	23,551	245
Tuscaloosa, Ala.	23,348	246
Panama City, Fla.	23,235	247
Dothan, Ala.	23,160	248
Brazoria, Tex.	23,008	249
Monroe, La.	22,722	250
Total Top 250	**37,534,667**	
Richland–Kennewick–Pasco, Wash.	22,620	251
Bryan–College Station, Tex.	22,543	252
Lewiston–Auburn, Me.	22,494	253
Owensboro, Ky.	22,196	254
Elmira, N.Y.	22,087	255
Billings, Mont.	22,069	256
Williamsport, Pa.	21,877	257
Hamilton–Middletown, Ohio	21,838	258
La Crosse, Wisc.	21,784	259
Bloomington, Ind.	21,776	260
Florence, S.C.	21,742	261
Texarkana, Tex.–Ark.	21,598	262
Joplin, Mo.	21,542	263
Anderson, Ind.	21,415	264
Fayetteville–Springdale, Ark.	21,359	265
Lake Charles, La.	21,279	266
Muncie, Ind.	21,072	267
Kenosha, Wisc.	20,986	268
Chico, Cal.	20,972	269
Anderson, S.C.	20,938	270
Rapid City, S.D.	20,866	271
Clarksville–Hopkinsville, Tenn.–Ky.	20,816	272
Cumberland, Md.	20,653	273
Pascagoula, Miss.	20,652	274
Merced, Cal.	20,103	275
Santa Fe, N.M.	19,857	276
Kokomo, Ind.	19,755	277
Grand Forks, N.D.	19,441	278
Muskegon, Mich.	19,257	279
Jackson, Mich.	19,212	280
Hagerstown, Md.	18,869	281
Lawton, Okla.	18,830	282
Sharon, Pa.	18,658	283
Bremerton, Wash.	18,510	284
Wausau, Wisc.	18,194	285
Redding, Cal.	18,003	286
Bismarck, N.D.	17,866	287
Pueblo, Colo.	17,721	288
Dubuque, Iowa	17,657	289
Elkhart–Goshen, Ind.	17,513	290
St. Joseph, Mo.	17,141	291
Steubenville–Weirton, Ohio–W.Va.	17,093	292
Battle Creek, Mich.	17,087	293
San Angelo, Tex.	16,975	294
Columbia, Mo.	16,798	295
Bellingham, Wash.	16,720	296
Anniston, Ala.	16,402	297
Glens Falls, N.Y.	16,359	298
Victoria, Tex.	16,191	299
State College, Pa.	16,024	300
Pine Bluff, Ark.	15,710	301
Danville, Va.	15,403	302
Yuba City, Cal.	15,016	303
Greeley, Colo.	14,565	304
Gadsden, Ala.	14,338	305
Decatur, Ala.	14,329	306
Medford, Ore.	14,086	307
Las Cruces, N.M.	14,010	308
Sheboygan, Wisc.	13,783	309
Iowa City, Iowa	13,551	310
Great Falls, Mont.	13,503	311
Jamestown–Dunkirk, N.Y.	13,474	312
Sherman–Denison, Tex.	13,284	313
Cheyenne, Wyo.	13,152	314
Enid, Okla.	11,179	315
Kankakee, Ill.	11,023	316
Jacksonville, N.C.	10,046	317
Casper, Wyo.	9,959	318
Lawrence, Kans.	9,245	319
Total Above Areas	**38,767,733**	
Percent of U.S.	**86.4803**	
U.S. Total	**44,828,404**	

Footwear Sales

Area	($000)	Rank
New York, N.Y.	1,272,017	1
Los Angeles–Long Beach, Cal.	1,051,851	2
Chicago, Ill.	894,186	3
Philadelphia, Pa.	591,789	4
Washington, D.C.	515,391	5
Detroit, Mich.	487,286	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	457,601	7
Nassau–Suffolk, N.Y.	407,112	8
Houston, Tex.	401,525	9
Dallas, Tex.	360,187	10
Atlanta, Ga.	347,599	11
Anaheim–Santa Ana, Cal.	336,314	12
San Francisco, Cal.	334,790	13
Miami–Hialeah, Fla.	330,318	14
St. Louis, Mo.	288,702	15
San Diego, Cal.	281,847	16
Minneapolis–St. Paul, Minn.	281,316	17
Seattle, Wash.	278,069	18
Baltimore, Md.	269,038	19
Oakland, Cal.	244,169	20
Bergen–Passaic, N.J.	243,274	21
Cleveland, Ohio	237,013	22
Phoenix, Ariz.	232,159	23
Newark, N.J.	227,817	24
Pittsburgh, Pa.	224,746	25
San Jose, Cal.	217,298	26
Denver, Colo.	192,315	27
Kansas City, Mo.–Kans.	182,661	28
Riverside–San Bernardino, Cal.	178,964	29
New Orleans, La.	177,460	30
Milwaukee, Wisc.	161,970	31
Tampa–St. Petersburg–Clearwater, Fla.	161,780	32
Bridgeport–Stamford–Norwalk–Danbury, Conn.	161,113	33
Portland, Ore.	160,995	34
Cincinnati, Ohio	157,227	35
Hartford–New Britain–Middletown–Bristol, Conn.	155,996	36
Middlesex–Somerset–Hunterdon, N.J.	154,136	37
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	145,795	38
San Antonio, Tex.	144,857	39
Norfolk–Virginia Beach–Newport News, Va.	144,021	40
Fort Worth–Arlington, Tex.	141,815	41
Columbus, Ohio	138,133	42
Sacramento, Cal.	133,873	43
Memphis, Tenn.	132,406	44
Indianapolis, Ind.	128,448	45
Salt Lake City–Ogden, Utah	120,927	46
Greensboro–Winston-Salem–High Point, N.C.	110,448	47
Oklahoma City, Okla.	110,271	48
Orlando, Fla.	109,618	49
Louisville, Ky.	107,214	50
Total Top 50	**14,325,857**	
West Palm Beach–Boca Raton–Delray Beach, Fla.	107,214	50
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	106,006	52
Monmouth–Ocean, N.J.	103,187	53
Nashville, Tenn.	94,456	54
Buffalo, N.Y.	91,823	55
Rochester, N.Y.	90,531	56
Dayton–Springfield, Ohio	89,948	57
Richmond–Petersburg, Va.	88,473	58
Albany–Schenectady–Troy, N.Y.	87,367	59
Honolulu, Haw.	86,311	60
Austin, Tex.	82,858	61
New Haven–Waterbury–Meriden, Conn.	82,344	62
Raleigh–Durham, N.C.	81,543	63
Las Vegas, Nev.	81,307	64
Providence–Pawtucket–Woonsocket, R.I.	80,636	65
Jacksonville, Fla.	79,354	66
Birmingham, Ala.	78,933	67
Knoxville, Tenn.	73,831	68
Reading, Pa.	72,971	69
Scranton–Wilkes-Barre, Pa.	71,410	70
Tucson, Ariz.	70,860	71
Tulsa, Okla.	70,857	72
Omaha, Neb.	68,220	73
Springfield, Mass.	66,548	74
Allentown–Bethlehem, Pa.	66,291	75
Greenville–Spartanburg, S.C.	66,078	76
Toledo, Ohio	63,832	77
El Paso, Tex.	62,773	78
Harrisburg–Lebanon–Carlisle, Pa.	61,395	79
Grand Rapids, Mich.	60,788	80
New Bedford–Fall River–Attleboro, Mass.	60,779	81
Portland, Me.	60,606	82
Gary–Hammond, Ind.	60,334	83
Jersey City, N.J.	59,991	84
Baton Rouge, La.	59,600	85
Lake County, Ill.	59,270	86
Albuquerque, N.M.	57,806	87
Syracuse, N.Y.	57,259	88
Oxnard–Ventura, Cal.	57,128	89
Wilmington, Del.	57,084	90
Fresno, Cal.	56,726	91
Little Rock–North Little Rock, Ark.	56,302	92
Akron, Ohio	53,300	93
Tacoma, Wash.	51,870	94
Trenton, N.J.	51,447	95
Manchester–Nashua, N.H.	51,146	96
Worcester–Fitchburg–Leominster, Mass.	50,995	97
Roanoke, Va.	48,499	98
Youngstown–Warren, Ohio	48,410	99
Jackson, Miss.	46,315	100
Total Top 100	**17,818,869**	
Santa Barbara–Santa Maria–Lompoc, Cal.	46,266	101
Charleston, S.C.	45,939	102
Madison, Wisc.	45,511	103
Wichita, Kans.	45,358	104
Saginaw–Bay City–Midland, Mich.	44,738	105
Bakersfield, Cal.	43,814	106
Flint, Mich.	42,740	107
Chattanooga, Tenn.	42,697	108
Lexington-Fayette, Ky.	42,696	109
Des Moines, Iowa	42,009	110
McAllen–Edinburg–Mission, Tex.	41,187	111
Corpus Christi, Tex.	41,140	112
Modesto, Cal.	41,080	113
Evansville, Ind.	41,020	114
Anchorage, Alas.	40,777	115
Columbia, S.C.	40,427	116
Mobile, Ala.	40,388	117
Augusta, Ga.	39,431	118
Spokane, Wash.	39,058	119
Beaumont–Port Arthur, Tex.	39,029	120
Colorado Springs, Colo.	38,874	121
Huntington–Ashland, W.Va.–Ky.	38,436	122
Atlantic City, N.J.	37,637	123
Davenport–Rock Island–Moline, Iowa–Ill.	37,250	124
Lancaster, Pa.	37,141	125
Johnson City–Kingsport–Bristol, Tenn.	36,209	126
Santa Rosa–Petaluma, Cal.	36,047	127
Shreveport, La.	36,018	128
Reno, Nev.	35,951	129
Savannah, Ga.	35,452	130
Lansing–East Lansing, Mich.	34,994	131
Salinas–Seaside–Monterey, Cal.	34,708	132
Stockton, Cal.	34,077	133
Fort Wayne, Ind.	33,921	134
Portsmouth–Dover–Rochester, N.H.	33,641	135
Canton, Ohio	33,163	136
Vallejo–Fairfield–Napa, Cal.	32,635	137
Laredo, Tex.	32,587	138
Orange County, N.Y.	32,179	139
Peoria, Ill.	32,156	140
Lafayette, La.	32,107	141
York, Pa.	32,044	142
Appleton–Oshkosh–Neenah, Wisc.	31,832	143
Asheville, N.C.	31,446	144
Lynchburg, Va.	31,060	145
Lubbock, Tex.	30,773	146
Utica–Rome, N.Y.	30,042	147
Montgomery, Ala.	30,034	148
Sarasota, Fla.	29,635	149
Aurora–Elgin, Ill.	29,574	150
Total Top 150	**19,675,797**	
Pensacola, Fla.	28,496	151
Ann Arbor, Mich.	27,332	152
Brownsville–Harlingen, Tex.	27,024	153
Daytona Beach, Fla.	26,729	154
Macon–Warner Robins, Ga.	26,070	155
Lakeland–Winter Haven, Fla.	25,541	156
Kalamazoo, Mich.	25,396	157
Erie, Pa.	25,294	158
Poughkeepsie, N.Y.	25,000	159
Joliet, Ill.	24,869	160
Galveston–Texas City, Tex.	24,447	161
Rockford, Ill.	24,352	162
Green Bay, Wisc.	24,157	163
Fort Myers–Cape Coral, Fla.	24,156	164
Springfield, Mo.	23,807	165
Visalia–Tulare–Porterville, Cal.	23,642	166
Binghamton, N.Y.	23,336	167
Boulder–Longmont, Colo.	23,335	168
South Bend–Mishawaka, Ind.	23,259	169
Tallahassee, Fla.	23,063	170
Odessa, Tex.	22,742	171
Charleston, W.Va.	22,668	172
Amarillo, Tex.	21,917	173
Melbourne–Titusville–Palm Bay, Fla.	21,825	174
Racine, Wisc.	21,763	175
Burlington, N.C.	21,659	176
Salem, Ore.	21,209	177
Fayetteville, N.C.	20,807	178
New London–Norwich, Conn.	20,678	179
Waco, Tex.	20,571	180
Lincoln, Neb.	20,483	181
Columbus, Ga.	20,441	182
Longview–Marshall, Tex.	20,244	183
Tyler, Tex.	20,036	184
Champaign–Urbana–Rantoul, Ill.	19,939	185
Midland, Tex.	19,931	186
Duluth, Minn.	19,901	187
Hickory, N.C.	19,795	188
Springfield, Ill.	19,579	189
Eugene–Springfield, Ore.	19,574	190
Burlington, Vt.	19,548	191
Athens, Ga.	19,461	192
Cedar Rapids, Iowa	19,305	193
Abilene, Tex.	18,682	194
Provo–Orem, Utah	18,632	195
Naples, Fla.	18,619	196
Niagara Falls, N.Y.	18,507	197
Bangor, Me.	18,227	198
Huntsville, Ala.	18,049	199
Fort Pierce, Fla.	17,767	200
Total Top 200	**20,777,661**	
Wheeling, W.Va.	17,704	201
Monroe, La.	17,701	202
Yakima, Wash.	17,595	203
Lorain–Elyria, Ohio	17,439	204
Biloxi–Gulfport, Miss.	17,381	205
Rochester, Minn.	17,205	206
Santa Cruz, Cal.	17,162	207
Sioux Falls, S.D.	17,111	208
Charlottesville, Va.	16,920	209
Sharon, Pa.	16,642	210
Albany, Ga.	16,241	211
Boise, Ida.	16,169	212
Ocala, Fla.	16,150	213
Gainesville, Fla.	16,066	214
Bloomington–Normal, Ill.	16,006	215
Killeen–Temple, Tex.	15,933	216
Olympia, Wash.	15,848	217
Bradenton, Fla.	15,820	218
Houma–Thibodaux, La.	15,812	219
Wichita Falls, Tex.	15,693	220
Janesville–Beloit, Wisc.	15,491	221
Bryan–College Station, Tex.	15,235	222
Topeka, Kans.	15,123	223
Williamsport, Pa.	15,114	224
Alexandria, La.	14,983	225
Altoona, Pa.	14,616	226
Tuscaloosa, Ala.	14,520	227
Johnstown, Pa.	14,452	228
Texarkana, Tex.–Ark.	14,247	229
Parkersburg–Marietta, W.Va.–Ohio	14,190	230
Decatur, Ill.	14,129	231
Terre Haute, Ind.	13,945	232
Vancouver, Wash.	13,745	233
Lima, Ohio	13,614	234
Eau Claire, Wisc.	13,583	235
Fargo–Moorhead, N.D.–Minn.	13,576	236
Pittsfield, Mass.	13,550	237
Fort Collins–Loveland, Colo.	13,527	238
Brazoria, Tex.	13,524	239
Benton Harbor, Mich.	13,517	240
Wilmington, N.C.	13,491	241
Jackson, Tenn.	13,480	242
Redding, Cal.	13,429	243
Anderson, S.C.	13,400	244
Billings, Mont.	13,179	245
Florence, S.C.	13,120	246
Mansfield, Ohio	13,043	247
Panama City, Fla.	12,981	248
Santa Fe, N.M.	12,703	249
San Angelo, Tex.	12,670	250
Total Top 250	**21,526,436**	
Richland–Kennewick–Pasco, Wash.	12,663	251
Sioux City, Iowa	12,630	252
Chico, Cal.	12,499	253
Elkhart–Goshen, Ind.	12,439	254
Lake Charles, La.	12,436	255
Beaver County, Pa.	12,387	256
St. Cloud, Minn.	12,209	257
Lafayette–West Lafayette, Ind.	12,136	258
Pascagoula, Miss.	12,015	259
Waterloo–Cedar Falls, Iowa	11,943	260
Dothan, Ala.	11,852	261
Muncie, Ind.	11,748	262
Cumberland, Md.	11,532	263
Elmira, N.Y.	11,507	264
Lewiston–Auburn, Me.	11,252	265
La Crosse, Wisc.	11,188	266
Fort Walton Beach, Fla.	11,097	267
Kokomo, Ind.	11,036	268
Vineland–Millville–Bridgeton, N.J.	10,995	269
Joplin, Mo.	10,993	270
Anderson, Ind.	10,983	271
Fort Smith, Ark.	10,820	272
Owensboro, Ky.	10,789	273
Hagerstown, Md.	10,775	274
Bloomington, Ind.	10,744	275
Florence, Ala.	10,737	276
Kenosha, Wisc.	10,712	277
Bremerton, Wash.	10,520	278
Hamilton–Middletown, Ohio	10,465	279
Muskegon, Mich.	10,427	280
Clarksville–Hopkinsville, Tenn.–Ky.	10,423	281
Fayetteville–Springdale, Ark.	10,275	282
Glens Falls, N.Y.	10,132	283
Jackson, Mich.	10,123	284
Bellingham, Wash.	10,039	285
Lawton, Okla.	10,002	286
Danville, Va.	9,948	287
Bismarck, N.D.	9,774	288
Victoria, Tex.	9,583	289
Yuba City, Cal.	9,582	290
Pine Bluff, Ark.	9,556	291
Medford, Ore.	9,500	292
Wausau, Wisc.	9,482	293
Pueblo, Colo.	9,405	294
Rapid City, S.D.	9,278	295
Grand Forks, N.D.	9,046	296
St. Joseph, Mo.	8,930	297
State College, Pa.	8,561	298
Steubenville–Weirton, Ohio–W.Va.	8,511	299
Dubuque, Iowa	8,498	300
Las Cruces, N.M.	8,150	301
Gadsden, Ala.	8,146	302
Battle Creek, Mich.	8,081	303
Decatur, Ala.	8,027	304
Merced, Cal.	8,013	305
Columbia, Mo.	7,856	306
Sheboygan, Wisc.	7,704	307
Greeley, Colo.	7,265	308
Anniston, Ala.	7,244	309
Sherman–Denison, Tex.	7,168	310
Iowa City, Iowa	7,006	311
Kankakee, Ill.	6,909	312
Jacksonville, N.C.	6,625	313
Great Falls, Mont.	6,406	314
Cheyenne, Wyo.	6,366	315
Jamestown–Dunkirk, N.Y.	6,309	316
Lawrence, Kans.	5,907	317
Enid, Okla.	5,621	318
Casper, Wyo.	4,775	319
Total Above Areas	**22,194,191**	
Percent of U.S.	**87.3365**	
U.S. Total	**25,412,262**	

Major Household Appliance Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	794,183	1
New York, N.Y.	529,364	2
Chicago, Ill.	461,267	3
Philadelphia, Pa.	359,594	4
Detroit, Mich.	334,572	5
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	328,262	6
Washington, D.C.	307,897	7
Nassau–Suffolk, N.Y.	267,405	8
Houston, Tex.	266,892	9
Tampa–St. Petersburg–Clearwater, Fla.	232,143	10
Dallas, Tex.	219,479	11
Atlanta, Ga.	217,420	12
Minneapolis–St. Paul, Minn.	200,670	13
San Diego, Cal.	197,917	14
St. Louis, Mo.	197,738	15
Oakland, Cal.	176,647	16
Bergen–Passaic, N.J.	175,096	17
Baltimore, Md.	172,813	18
Miami–Hialeah, Fla.	166,203	19
San Jose, Cal.	165,423	20
Newark, N.J.	163,638	21
Phoenix, Ariz.	163,486	22
Anaheim–Santa Ana, Cal.	152,041	23
San Francisco, Cal.	151,416	24
Cleveland, Ohio	145,698	25
Riverside–San Bernardino, Cal.	145,687	26
Kansas City, Mo.–Kans.	141,792	27
Pittsburgh, Pa.	141,101	28
Denver, Colo.	139,390	29
Seattle, Wash.	139,055	30
New Orleans, La.	136,573	31
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	134,379	32
Sacramento, Cal.	130,739	33
Norfolk–Virginia Beach–Newport News, Va.	122,606	34
Middlesex–Somerset–Hunterdon, N.J.	121,383	35
Fort Worth–Arlington, Tex.	117,290	36
Cincinnati, Ohio	117,248	37
Milwaukee, Wisc.	113,095	38
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	112,310	39
Portland, Ore.	107,520	40
Bridgeport–Stamford–Norwalk–Danbury, Conn.	106,287	41
West Palm Beach–Boca Raton–Delray Beach, Fla.	101,055	42
Hartford–New Britain–Middletown–Bristol, Conn.	99,340	43
Indianapolis, Ind.	98,777	44
Greensboro–Winston-Salem–High Point, N.C.	96,781	45
Louisville, Ky.	91,550	46
Oklahoma City, Okla.	89,646	47
Memphis, Tenn.	84,043	48
Rochester, N.Y.	81,387	49
Richmond–Petersburg, Va.	79,792	50
Total Top 50	**9,396,090**	
Salt Lake City–Ogden, Utah	78,326	51
Monmouth–Ocean, N.J.	77,988	52
Raleigh–Durham, N.C.	77,040	53
Albany–Schenectady–Troy, N.Y.	76,271	54
San Antonio, Tex.	75,935	55
Orlando, Fla.	75,741	56
Jacksonville, Fla.	75,599	57
Buffalo, N.Y.	75,305	58
Nashville, Tenn.	74,173	59
Grand Rapids, Mich.	72,405	60
Providence–Pawtucket–Woonsocket, R.I.	71,388	61
Omaha, Neb.	69,745	62
Toledo, Ohio	67,488	63
Dayton–Springfield, Ohio	65,958	64
Columbus, Ohio	65,762	65
Tulsa, Okla.	64,776	66
New Haven–Waterbury–Meriden, Conn.	64,769	67
Austin, Tex.	61,787	68
Greenville–Spartanburg, S.C.	61,118	69
Baton Rouge, La.	60,750	70
Springfield, Mass.	59,954	71
Birmingham, Ala.	54,368	72
Worcester–Fitchburg–Leominster, Mass.	53,941	73
Las Vegas, Nev.	53,745	74
Gary–Hammond, Ind.	53,282	75
Knoxville, Tenn.	51,828	76
Akron, Ohio	51,525	77
Harrisburg–Lebanon–Carlisle, Pa.	51,024	78
Daytona Beach, Fla.	50,477	79
Scranton–Wilkes-Barre, Pa.	49,914	80
Lancaster, Pa.	49,278	81
Youngstown–Warren, Ohio	49,151	82
Wilmington, Del.	48,924	83
Syracuse, N.Y.	48,638	84
Madison, Wisc.	48,386	85
Honolulu, Haw.	47,336	86
Oxnard–Ventura, Cal.	47,243	87
Little Rock–North Little Rock, Ark.	46,710	88
Allentown–Bethlehem, Pa.	46,025	89
Corpus Christi, Tex.	45,479	90
Albuquerque, N.M.	44,725	91
Mobile, Ala.	44,572	92
Manchester–Nashua, N.H.	44,449	93
Jersey City, N.J.	43,132	94
Columbia, S.C.	42,862	95
New Bedford–Fall River–Attleboro, Mass.	41,844	96
Beaumont–Port Arthur, Tex.	40,773	97
Tucson, Ariz.	40,591	98
Saginaw–Bay City–Midland, Mich.	40,358	99
Sarasota, Fla.	40,302	100
Total Top 100	**12,239,247**	
Flint, Mich.	40,194	101
Melbourne–Titusville–Palm Bay, Fla.	39,610	102
Wichita, Kans.	39,529	103
Tacoma, Wash.	39,338	104
Trenton, N.J.	38,961	105
Charleston, S.C.	38,879	106
Chattanooga, Tenn.	38,382	107
Atlantic City, N.J.	38,047	108
Lake County, Ill.	37,860	109
Des Moines, Iowa	37,823	110
Pensacola, Fla.	37,536	111
Reading, Pa.	37,016	112
El Paso, Tex.	36,833	113
Johnson City–Kingsport–Bristol, Tenn.	36,489	114
Lansing–East Lansing, Mich.	35,575	115
Fort Wayne, Ind.	35,505	116
Fayetteville, N.C.	35,067	117
Bakersfield, Cal.	34,376	118
Fort Myers–Cape Coral, Fla.	33,292	119
Canton, Ohio	32,945	120
Shreveport, La.	32,876	121
Stockton, Cal.	32,858	122
Fresno, Cal.	32,581	123
Colorado Springs, Colo.	32,538	124
New London–Norwich, Conn.	32,023	125
Jackson, Miss.	31,906	126
Anchorage, Alas.	31,873	127
Lakeland–Winter Haven, Fla.	31,483	128
Lexington-Fayette, Ky.	31,404	129
South Bend–Mishawaka, Ind.	31,112	130
Binghamton, N.Y.	30,575	131
Bradenton, Fla.	30,519	132
Santa Barbara–Santa Maria–Lompoc, Cal.	30,201	133
Santa Rosa–Petaluma, Cal.	30,198	134
Vallejo–Fairfield–Napa, Cal.	30,089	135
Appleton–Oshkosh–Neenah, Wisc.	29,825	136
Macon–Warner Robins, Ga.	29,801	137
Spokane, Wash.	29,509	138
Rockford, Ill.	28,771	139
Modesto, Cal.	28,660	140
Peoria, Ill.	28,658	141
McAllen–Edinburg–Mission, Tex.	28,545	142
Savannah, Ga.	28,421	143
Lafayette, La.	28,401	144
Asheville, N.C.	28,316	145
Augusta, Ga.	28,289	146
Roanoke, Va.	28,098	147
Charleston, W.Va.	27,824	148
Davenport–Rock Island–Moline, Iowa–Ill.	27,766	149
St. Cloud, Minn.	27,644	150
Total Top 150	**13,883,268**	
Brownsville–Harlingen, Tex.	27,330	151
Salinas–Seaside–Monterey, Cal.	26,900	152
Laredo, Tex.	26,530	153
Kalamazoo, Mich.	26,444	154
Ann Arbor, Mich.	25,779	155
Visalia–Tulare–Porterville, Cal.	25,600	156
Tallahassee, Fla.	25,586	157
Huntington–Ashland, W.Va.–Ky.	25,490	158
Evansville, Ind.	25,080	159
York, Pa.	24,697	160
Portsmouth–Dover–Rochester, N.H.	24,566	161
Portland, Me.	23,812	162
Reno, Nev.	23,632	163
Springfield, Ill.	23,250	164
Fort Pierce, Fla.	22,992	165
Springfield, Mo.	22,736	166
Huntsville, Ala.	22,636	167
Naples, Fla.	22,437	168
Erie, Pa.	22,162	169
Hickory, N.C.	22,003	170
Aurora–Elgin, Ill.	21,792	171
Salem, Ore.	21,542	172
Amarillo, Tex.	20,888	173
Columbus, Ga.	20,779	174
Lake Charles, La.	20,463	175
Green Bay, Wisc.	20,196	176
Galveston–Texas City, Tex.	20,195	177
Killeen–Temple, Tex.	19,898	178
Longview–Marshall, Tex.	19,844	179
Odessa, Tex.	19,700	180
Orange County, N.Y.	19,594	181
Lubbock, Tex.	19,052	182
Charlottesville, Va.	18,929	183
Utica–Rome, N.Y.	18,917	184
Montgomery, Ala.	18,790	185
Fort Walton Beach, Fla.	18,170	186
Waco, Tex.	17,776	187
Boise, Ida.	17,548	188
Duluth, Minn.	17,524	189
Boulder–Longmont, Colo.	17,459	190
Topeka, Kans.	17,238	191
Ocala, Fla.	17,164	192
Bryan–College Station, Tex.	17,018	193
Abilene, Tex.	16,987	194
Anderson, S.C.	16,562	195
Houma–Thibodaux, La.	16,416	196
Poughkeepsie, N.Y.	16,290	197
Biloxi–Gulfport, Miss.	15,983	198
Lynchburg, Va.	15,937	199
Lorain–Elyria, Ohio	15,866	200
Total Top 200	**14,927,447**	
Wheeling, W.Va.	15,780	201
Florence, S.C.	15,776	202
Eugene–Springfield, Ore.	15,748	203
Fort Collins–Loveland, Colo.	15,485	204
Midland, Tex.	15,409	205
Lima, Ohio	14,917	206
Johnstown, Pa.	14,911	207
Chico, Cal.	14,815	208
Tyler, Tex.	14,783	209
Burlington, Vt.	14,622	210
Monroe, La.	14,613	211
Eau Claire, Wisc.	14,521	212
Terre Haute, Ind.	14,506	213
Joliet, Ill.	14,476	214
Wichita Falls, Tex.	14,433	215
Parkersburg–Marietta, W.Va.–Ohio	14,250	216
Gainesville, Fla.	14,140	217
Cedar Rapids, Iowa	13,996	218
Provo–Orem, Utah	13,718	219
Richland–Kennewick–Pasco, Wash.	13,702	220
Waterloo–Cedar Falls, Iowa	13,612	221
Vineland–Millville–Bridgeton, N.J.	13,583	222
Wilmington, N.C.	13,516	223
Decatur, Ill.	13,483	224
San Angelo, Tex.	13,290	225
Racine, Wisc.	13,146	226
Florence, Ala.	13,081	227
Burlington, N.C.	13,067	228
La Crosse, Wisc.	13,060	229
Lafayette–West Lafayette, Ind.	12,821	230
Hamilton–Middletown, Ohio	12,788	231
Sioux Falls, S.D.	12,714	232
Billings, Mont.	12,642	233
Dothan, Ala.	12,593	234
Santa Cruz, Cal.	12,557	235
Lincoln, Neb.	12,435	236
Albany, Ga.	12,310	237
Muskegon, Mich.	12,216	238
Alexandria, La.	12,210	239
Pittsfield, Mass.	12,186	240
Fort Smith, Ark.	12,161	241
Beaver County, Pa.	11,989	242
Mansfield, Ohio	11,930	243
Bangor, Me.	11,879	244
Olympia, Wash.	11,846	245
Vancouver, Wash.	11,809	246
Wausau, Wisc.	11,770	247
Athens, Ga.	11,748	248
Yakima, Wash.	11,586	249
Fayetteville–Springdale, Ark.	11,482	250
Total Top 250	**15,597,558**	
Bremerton, Wash.	11,459	251
Altoona, Pa.	11,457	252
Texarkana, Tex.–Ark.	11,410	253
Jacksonville, N.C.	11,356	254
Champaign–Urbana–Rantoul, Ill.	11,192	255
Owensboro, Ky.	11,062	256
Medford, Ore.	11,054	257
Clarksville–Hopkinsville, Tenn.–Ky.	11,041	258
Brazoria, Tex.	10,957	259
Janesville–Beloit, Wisc.	10,925	260
Muncie, Ind.	10,918	261
Redding, Cal.	10,903	262
Hagerstown, Md.	10,848	263
Battle Creek, Mich.	10,801	264
Rochester, Minn.	10,767	265
Elmira, N.Y.	10,738	266
Sioux City, Iowa	10,499	267
Fargo–Moorhead, N.D.–Minn.	10,493	268
Great Falls, Mont.	10,441	269
Jackson, Mich.	10,268	270
Columbia, Mo.	10,231	271
Pueblo, Colo.	10,179	272
Panama City, Fla.	10,105	273
Kankakee, Ill.	9,881	274
Decatur, Ala.	9,844	275
St. Joseph, Mo.	9,826	276
Jackson, Tenn.	9,795	277
Joplin, Mo.	9,678	278
Gadsden, Ala.	9,650	279
Bellingham, Wash.	9,605	280
Bismarck, N.D.	9,584	281
Pascagoula, Miss.	9,478	282
Santa Fe, N.M.	9,347	283
Rapid City, S.D.	9,235	284
Steubenville–Weirton, Ohio–W.Va.	9,186	285
Niagara Falls, N.Y.	9,153	286
Anderson, Ind.	9,100	287
State College, Pa.	8,871	288
Bloomington–Normal, Ill.	8,756	289
Las Cruces, N.M.	8,446	290
Elkhart–Goshen, Ind.	8,353	291
Jamestown–Dunkirk, N.Y.	8,211	292
Victoria, Tex.	8,152	293
Danville, Va.	8,077	294
Kenosha, Wisc.	8,039	295
Lawton, Okla.	7,886	296
Merced, Cal.	7,673	297
Dubuque, Iowa	7,577	298
Sherman–Denison, Tex.	7,417	299
Yuba City, Cal.	7,394	300
Grand Forks, N.D.	7,279	301
Greeley, Colo.	6,997	302
Pine Bluff, Ark.	6,989	303
Cumberland, Md.	6,862	304
Benton Harbor, Mich.	6,806	305
Sharon, Pa.	6,447	306
Tuscaloosa, Ala.	6,284	307
Cheyenne, Wyo.	6,252	308
Kokomo, Ind.	6,126	309
Anniston, Ala.	6,012	310
Williamsport, Pa.	5,951	311
Iowa City, Iowa	5,876	312
Bloomington, Ind.	5,811	313
Glens Falls, N.Y.	5,529	314
Lewiston–Auburn, Me.	5,356	315
Sheboygan, Wisc.	5,240	316
Lawrence, Kans.	4,823	317
Casper, Wyo.	4,378	31[illegible]
Enid, Okla.	4,371	319
Total Above Areas	**16,198,266**	
Percent of U.S.	**81.6089**	
U.S. Total	**19,848,656**	

Furniture and Sleep Equipment Sales

Area	($000)	Rank
New York, N.Y.	1,658,942	1
Los Angeles–Long Beach, Cal.	1,559,137	2
Chicago, Ill.	1,147,098	3
Washington, D.C.	799,542	4
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	730,247	5
Philadelphia, Pa.	728,590	6
Detroit, Mich.	683,890	7
Nassau–Suffolk, N.Y.	651,020	8
Atlanta, Ga.	513,736	9
Houston, Tex.	505,470	10
San Diego, Cal.	411,820	11
San Francisco, Cal.	387,585	12
Baltimore, Md.	378,068	13
Tampa–St. Petersburg–Clearwater, Fla.	370,563	14
Newark, N.J.	360,371	15
Phoenix, Ariz.	350,172	16
Bergen–Passaic, N.J.	346,772	17
Miami–Hialeah, Fla.	340,713	18
St. Louis, Mo.	336,184	19
Oakland, Cal.	335,544	20
Minneapolis–St. Paul, Minn.	332,057	21
Dallas, Tex.	327,352	22
Cleveland, Ohio	311,283	23
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	307,239	24
Anaheim–Santa Ana, Cal.	304,196	25
San Jose, Cal.	302,769	26
Norfolk–Virginia Beach–Newport News, Va.	299,380	27
Pittsburgh, Pa.	298,422	28
Seattle, Wash.	271,253	29
Riverside–San Bernardino, Cal.	267,936	30
Greensboro–Winston-Salem–High Point, N.C.	267,353	31
West Palm Beach–Boca Raton–Delray Beach, Fla.	263,815	32
Denver, Colo.	260,042	33
Middlesex–Somerset–Hunterdon, N.J.	243,754	34
Sacramento, Cal.	227,750	35
Kansas City, Mo.–Kans.	215,289	36
New Orleans, La.	206,690	37
Milwaukee, Wisc.	205,070	38
Oklahoma City, Okla.	199,992	39
Memphis, Tenn.	197,775	40
Cincinnati, Ohio	196,752	41
Bridgeport–Stamford–Norwalk–Danbury, Conn.	195,051	42
Indianapolis, Ind.	192,935	43
Hartford–New Britain–Middletown–Bristol, Conn.	188,909	44
Portland, Ore.	188,569	45
Louisville, Ky.	184,012	46
Fort Worth–Arlington, Tex.	177,076	47
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	170,050	48
Columbus, Ohio	170,037	49
Rochester, N.Y.	166,258	50
Total Top 50	**19,734,530**	
Albany–Schenectady–Troy, N.Y.	151,531	51
Salt Lake City–Ogden, Utah	147,915	52
San Antonio, Tex.	145,239	53
Orlando, Fla.	144,574	54
Monmouth–Ocean, N.J.	143,977	55
New Haven–Waterbury–Meriden, Conn.	132,458	56
Jacksonville, Fla.	127,260	57
Buffalo, N.Y.	127,092	58
Tulsa, Okla.	124,501	59
Providence–Pawtucket–Woonsocket, R.I.	122,084	60
Richmond–Petersburg, Va.	121,714	61
Nashville, Tenn.	121,600	62
Raleigh–Durham, N.C.	119,567	63
Dayton–Springfield, Ohio	112,701	64
Birmingham, Ala.	112,160	65
Toledo, Ohio	107,305	66
Fort Myers–Cape Coral, Fla.	102,450	67
Omaha, Neb.	102,336	68
Wilmington, Del.	101,510	69
Knoxville, Tenn.	101,247	70
Sarasota, Fla.	100,703	71
Grand Rapids, Mich.	100,125	72
Greenville–Spartanburg, S.C.	97,655	73
Syracuse, N.Y.	96,985	74
Allentown–Bethlehem, Pa.	95,746	75
Austin, Tex.	93,745	76
Tucson, Ariz.	91,404	77
Worcester–Fitchburg–Leominster, Mass.	89,941	78
Charleston, S.C.	87,731	79
Manchester–Nashua, N.H.	87,704	80
Springfield, Mass.	84,696	81
Oxnard–Ventura, Cal.	83,462	82
Madison, Wisc.	82,684	83
Scranton–Wilkes-Barre, Pa.	82,242	84
Lake County, Ill.	81,900	85
Jersey City, N.J.	77,612	86
Honolulu, Haw.	76,987	87
Chattanooga, Tenn.	76,868	88
New Bedford–Fall River–Attleboro, Mass.	76,775	89
Fresno, Cal.	75,716	90
Tacoma, Wash.	74,980	91
Little Rock–North Little Rock, Ark.	74,624	92
El Paso, Tex.	74,489	93
Gary–Hammond, Ind.	74,318	94
Mobile, Ala.	74,257	95
Baton Rouge, La.	73,126	96
Albuquerque, N.M.	71,885	97
Las Vegas, Nev.	71,031	98
Fayetteville, N.C.	70,853	99
Akron, Ohio	70,315	100
Total Top 100	**24,474,310**	
Lexington-Fayette, Ky.	69,990	101
Saginaw–Bay City–Midland, Mich.	68,272	102
Youngstown–Warren, Ohio	68,097	103
Des Moines, Iowa	67,022	104
Harrisburg–Lebanon–Carlisle, Pa.	66,456	105
Santa Barbara–Santa Maria–Lompoc, Cal.	64,255	106
Colorado Springs, Colo.	63,764	107
Columbia, S.C.	60,831	108
Spokane, Wash.	59,095	109
Wichita, Kans.	58,854	110
Trenton, N.J.	58,223	111
Augusta, Ga.	57,699	112
Lancaster, Pa.	56,361	113
Bakersfield, Cal.	56,186	114
Fort Wayne, Ind.	55,673	115
Shreveport, La.	54,624	116
Daytona Beach, Fla.	54,448	117
Flint, Mich.	54,151	118
Lansing–East Lansing, Mich.	54,069	119
Jackson, Miss.	54,041	120
Rockford, Ill.	53,845	121
Santa Rosa–Petaluma, Cal.	53,766	122
Modesto, Cal.	52,579	123
St. Cloud, Minn.	51,536	124
Evansville, Ind.	50,978	125
Vallejo–Fairfield–Napa, Cal.	49,908	126
Huntsville, Ala.	49,673	127
Davenport–Rock Island–Moline, Iowa–Ill.	49,625	128
Peoria, Ill.	49,059	129
Canton, Ohio	48,385	130
Naples, Fla.	48,304	131
South Bend–Mishawaka, Ind.	48,052	132
Corpus Christi, Tex.	46,696	133
Stockton, Cal.	46,620	134
Appleton–Oshkosh–Neenah, Wisc.	45,317	135
Pensacola, Fla.	45,310	136
Johnson City–Kingsport–Bristol, Tenn.	44,936	137
Fort Pierce, Fla.	44,548	138
Orange County, N.Y.	44,298	139
Hickory, N.C.	44,029	140
Melbourne–Titusville–Palm Bay, Fla.	43,907	141
Laredo, Tex.	43,822	142
Columbus, Ga.	43,778	143
Savannah, Ga.	43,729	144
Macon–Warner Robins, Ga.	43,686	145
Eugene–Springfield, Ore.	43,608	146
Atlantic City, N.J.	43,530	147
Ann Arbor, Mich.	43,427	148
McAllen–Edinburg–Mission, Tex.	43,135	149
Reno, Nev.	43,053	150
Total Top 150	**27,279,560**	
Beaumont–Port Arthur, Tex.	42,594	151
Utica–Rome, N.Y.	42,551	152
Huntington–Ashland, W.Va.–Ky.	42,167	153
Salinas–Seaside–Monterey, Cal.	42,099	154
Portsmouth–Dover–Rochester, N.H.	41,959	155
Reading, Pa.	40,801	156
Lafayette, La.	40,571	157
Roanoke, Va.	40,112	158
Aurora–Elgin, Ill.	39,691	159
Kalamazoo, Mich.	38,882	160
Lakeland–Winter Haven, Fla.	38,813	161
York, Pa.	38,246	162
New London–Norwich, Conn.	37,964	163
Poughkeepsie, N.Y.	37,569	164
Anchorage, Alas.	37,483	165
Tallahassee, Fla.	36,434	166
Visalia–Tulare–Porterville, Cal.	36,178	167
Lubbock, Tex.	35,544	168
Charleston, W.Va.	34,352	169
Odessa, Tex.	32,931	170
Lorain–Elyria, Ohio	32,447	171
Ocala, Fla.	32,145	172
Fort Walton Beach, Fla.	31,991	173
Green Bay, Wisc.	31,790	174
Boulder–Longmont, Colo.	30,998	175
Montgomery, Ala.	30,940	176
Asheville, N.C.	30,172	177
Erie, Pa.	29,869	178
Springfield, Mo.	29,700	179
Springfield, Ill.	29,615	180
Killeen–Temple, Tex.	29,103	181
Binghamton, N.Y.	28,617	182
Portland, Me.	27,812	183
Duluth, Minn.	27,629	184
Jacksonville, N.C.	27,205	185
Midland, Tex.	27,072	186
Hamilton–Middletown, Ohio	27,063	187
Brownsville–Harlingen, Tex.	26,335	188
Wheeling, W.Va.	25,894	189
Charlottesville, Va.	25,753	190
Joliet, Ill.	25,613	191
Amarillo, Tex.	24,993	192
Bradenton, Fla.	24,805	193
Tyler, Tex.	24,761	194
Lynchburg, Va.	24,760	195
Wichita Falls, Tex.	24,081	196
Wilmington, N.C.	23,924	197
Biloxi–Gulfport, Miss.	23,795	198
Santa Cruz, Cal.	23,674	199
Albany, Ga.	23,658	200
Total Top 200	**28,882,715**	
Burlington, Vt.	22,957	201
Eau Claire, Wisc.	22,940	202
Lincoln, Neb.	22,929	203
Sioux Falls, S.D.	22,815	204
Lima, Ohio	22,616	205
Abilene, Tex.	22,584	206
Boise, Ida.	22,437	207
Longview–Marshall, Tex.	22,255	208
Champaign–Urbana–Rantoul, Ill.	22,216	209
Parkersburg–Marietta, W.Va.–Ohio	21,645	210
Salem, Ore.	21,633	211
Gainesville, Fla.	21,587	212
Cedar Rapids, Iowa	21,217	213
Dothan, Ala.	20,874	214
Joplin, Mo.	20,834	215
Rochester, Minn.	20,616	216
Fort Smith, Ark.	20,281	217
Houma–Thibodaux, La.	20,130	218
San Angelo, Tex.	20,081	219
Beaver County, Pa.	20,062	220
Burlington, N.C.	20,015	221
Muncie, Ind.	19,993	222
Racine, Wisc.	19,918	223
Clarksville–Hopkinsville, Tenn.–Ky.	19,817	224
Alexandria, La.	19,751	225
Topeka, Kans.	19,747	226
Billings, Mont.	19,739	227
Waco, Tex.	19,434	228
Altoona, Pa.	19,433	229
Bloomington–Normal, Ill.	19,051	230
Mansfield, Ohio	19,030	231
Vancouver, Wash.	19,026	232
Niagara Falls, N.Y.	18,833	233
Richland–Kennewick–Pasco, Wash.	18,778	234
Decatur, Ill.	18,604	235
Lake Charles, La.	18,529	236
Johnstown, Pa.	18,406	237
Waterloo–Cedar Falls, Iowa	18,361	238
Monroe, La.	18,337	239
Terre Haute, Ind.	18,261	240
Hagerstown, Md.	18,163	241
Fargo–Moorhead, N.D.–Minn.	18,067	242
Texarkana, Tex.–Ark.	17,971	243
Yuba City, Cal.	17,937	244
Anderson, S.C.	17,877	245
Muskegon, Mich.	17,850	246
Panama City, Fla.	17,366	247
La Crosse, Wisc.	16,864	248
Fort Collins–Loveland, Colo.	16,711	249
Olympia, Wash.	16,674	250
Total Top 250	**29,873,967**	
Yakima, Wash.	16,413	251
Athens, Ga.	15,936	252
Williamsport, Pa.	15,671	253
Jackson, Mich.	15,602	254
Wausau, Wisc.	15,465	255
Lawton, Okla.	15,414	256
Pueblo, Colo.	15,167	257
Decatur, Ala.	14,960	258
Brazoria, Tex.	14,869	259
Florence, S.C.	14,791	260
Bremerton, Wash.	14,645	261
Bangor, Me.	14,511	262
Bellingham, Wash.	14,459	263
Fayetteville–Springdale, Ark.	14,389	264
Sharon, Pa.	14,147	265
Pittsfield, Mass.	14,004	266
Sioux City, Iowa	13,991	267
Steubenville–Weirton, Ohio–W.Va.	13,965	268
Jackson, Tenn.	13,881	269
Rapid City, S.D.	13,818	270
Redding, Cal.	13,754	271
Owensboro, Ky.	13,691	272
Bryan–College Station, Tex.	13,622	273
Kankakee, Ill.	13,582	274
Chico, Cal.	13,526	275
Bismarck, N.D.	13,515	276
Tuscaloosa, Ala.	13,421	277
Kokomo, Ind.	13,313	278
Janesville–Beloit, Wisc.	13,255	279
Kenosha, Wisc.	13,207	280
Santa Fe, N.M.	12,904	281
Galveston–Texas City, Tex.	12,877	282
Florence, Ala.	12,748	283
Vineland–Millville–Bridgeton, N.J.	12,712	284
Elmira, N.Y.	12,671	285
Medford, Ore.	12,565	286
Gadsden, Ala.	12,444	287
Provo–Orem, Utah	12,393	288
Victoria, Tex.	12,028	289
Grand Forks, N.D.	11,889	290
Jamestown–Dunkirk, N.Y.	11,868	291
St. Joseph, Mo.	11,792	292
Anderson, Ind.	11,751	293
Sheboygan, Wisc.	11,722	294
Elkhart–Goshen, Ind.	11,507	295
Cumberland, Md.	11,350	296
Merced, Cal.	11,159	297
Anniston, Ala.	11,153	298
Las Cruces, N.M.	11,064	299
State College, Pa.	11,042	300
Columbia, Mo.	10,914	301
Glens Falls, N.Y.	10,888	302
Benton Harbor, Mich.	10,831	303
Battle Creek, Mich.	10,345	304
Lafayette–West Lafayette, Ind.	10,251	305
Pascagoula, Miss.	10,151	306
Sherman–Denison, Tex.	10,143	307
Dubuque, Iowa	9,980	308
Great Falls, Mont.	9,863	309
Danville, Va.	9,772	310
Greeley, Colo.	9,539	311
Pine Bluff, Ark.	9,091	312
Bloomington, Ind.	8,989	313
Casper, Wyo.	8,512	314
Enid, Okla.	8,456	315
Iowa City, Iowa	8,365	316
Cheyenne, Wyo.	8,330	317
Lewiston–Auburn, Me.	7,531	318
Lawrence, Kans.	4,477	319
Total Above Areas	**30,721,018**	
Percent of U.S.	**86.3944**	
U.S. Total	**35,559,020**	

Television, VCR, and Tape Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	830,732	1
New York, N.Y.	504,540	2
Chicago, Ill.	407,120	3
Washington, D.C.	337,014	4
Philadelphia, Pa.	271,194	5
Detroit, Mich.	246,271	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	207,306	7
Houston, Tex.	197,024	8
Nassau–Suffolk, N.Y.	192,876	9
San Francisco, Cal.	192,864	10
Baltimore, Md.	164,118	11
Oakland, Cal.	161,579	12
Dallas, Tex.	159,318	13
St. Louis, Mo.	158,936	14
Minneapolis–St. Paul, Minn.	156,176	15
Atlanta, Ga.	154,014	16
Anaheim–Santa Ana, Cal.	152,437	17
San Diego, Cal.	151,395	18
Sacramento, Cal.	141,273	19
Newark, N.J.	132,723	20
Riverside–San Bernardino, Cal.	128,008	21
Bergen–Passaic, N.J.	123,628	22
Tampa–St. Petersburg–Clearwater, Fla.	123,177	23
Phoenix, Ariz.	109,001	24
Denver, Colo.	105,245	25
Seattle, Wash.	97,635	26
Cleveland, Ohio	96,829	27
Miami–Hialeah, Fla.	96,391	28
San Jose, Cal.	95,938	29
Milwaukee, Wisc.	90,826	30
Portland, Ore.	87,492	31
Middlesex–Somerset–Hunterdon, N.J.	86,907	32
Pittsburgh, Pa.	85,059	33
Kansas City, Mo.–Kans.	80,118	34
Norfolk–Virginia Beach–Newport News, Va.	76,429	35
Indianapolis, Ind.	75,994	36
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	74,142	37
Cincinnati, Ohio	73,577	38
Memphis, Tenn.	72,112	39
Fort Worth–Arlington, Tex.	71,466	40
New Orleans, La.	70,547	41
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	70,282	42
Oklahoma City, Okla.	66,063	43
Louisville, Ky.	59,447	44
Bridgeport–Stamford–Norwalk–Danbury, Conn.	58,944	45
West Palm Beach–Boca Raton–Delray Beach, Fla.	58,035	46
Toledo, Ohio	56,293	47
Richmond–Petersburg, Va.	56,000	48
Greensboro–Winston-Salem–High Point, N.C.	53,758	49
Monmouth–Ocean, N.J.	53,551	50
Total Top 50	**7,371,804**	
Madison, Wisc.	53,342	51
San Antonio, Tex.	53,174	52
Tulsa, Okla.	49,223	53
Orlando, Fla.	48,672	54
Rochester, N.Y.	47,541	55
Omaha, Neb.	47,419	56
Providence–Pawtucket–Woonsocket, R.I.	47,296	57
Buffalo, N.Y.	44,384	58
Nashville, Tenn.	44,320	59
Hartford–New Britain–Middletown–Bristol, Conn.	43,321	60
Dayton–Springfield, Ohio	43,010	61
Salt Lake City–Ogden, Utah	42,949	62
Tucson, Ariz.	39,658	63
Fresno, Cal.	38,842	64
Raleigh–Durham, N.C.	38,518	65
Grand Rapids, Mich.	37,782	66
Springfield, Mass.	37,360	67
Manchester–Nashua, N.H.	36,424	68
Albany–Schenectady–Troy, N.Y.	34,857	69
Jacksonville, Fla.	34,380	70
Oxnard–Ventura, Cal.	34,117	71
Las Vegas, Nev.	34,076	72
Wilmington, Del.	32,821	73
Greenville–Spartanburg, S.C.	32,756	74
South Bend–Mishawaka, Ind.	32,187	75
Allentown–Bethlehem, Pa.	31,808	76
Albuquerque, N.M.	30,927	77
Columbus, Ohio	30,503	78
New Haven–Waterbury–Meriden, Conn.	30,275	79
Harrisburg–Lebanon–Carlisle, Pa.	29,981	80
Austin, Tex.	29,611	81
Lake County, Ill.	29,481	82
Scranton–Wilkes-Barre, Pa.	29,195	83
El Paso, Tex.	29,136	84
Knoxville, Tenn.	28,703	85
Little Rock–North Little Rock, Ark.	28,512	86
Baton Rouge, La.	28,463	87
Worcester–Fitchburg–Leominster, Mass.	28,461	88
Chattanooga, Tenn.	27,995	89
Honolulu, Haw.	26,856	90
Saginaw–Bay City–Midland, Mich.	26,453	91
Trenton, N.J.	26,141	92
Wichita, Kans.	26,124	93
Birmingham, Ala.	26,052	94
Gary–Hammond, Ind.	25,959	95
Syracuse, N.Y.	25,462	96
Des Moines, Iowa	25,397	97
Stockton, Cal.	24,658	98
St. Cloud, Minn.	23,852	99
Mobile, Ala.	23,292	100
Total Top 100	**9,093,520**	
Jersey City, N.J.	23,230	101
Columbia, S.C.	23,229	102
Beaumont–Port Arthur, Tex.	22,849	103
Colorado Springs, Colo.	22,633	104
Modesto, Cal.	22,549	105
Akron, Ohio	22,525	106
Daytona Beach, Fla.	22,417	107
Flint, Mich.	22,252	108
New Bedford–Fall River–Attleboro, Mass.	22,162	109
Youngstown–Warren, Ohio	21,309	110
Fayetteville, N.C.	21,260	111
Lansing–East Lansing, Mich.	21,113	112
Santa Barbara–Santa Maria–Lompoc, Cal.	20,399	113
Atlantic City, N.J.	20,238	114
Augusta, Ga.	19,639	115
Kalamazoo, Mich.	19,620	116
Evansville, Ind.	19,613	117
Springfield, Ill.	19,157	118
Anchorage, Alas.	18,963	119
Salinas–Seaside–Monterey, Cal.	18,913	120
Appleton–Oshkosh–Neenah, Wisc.	18,617	121
Tacoma, Wash.	18,480	122
Lexington-Fayette, Ky.	18,280	123
Corpus Christi, Tex.	17,825	124
Macon–Warner Robins, Ga.	17,786	125
Canton, Ohio	17,714	126
Peoria, Ill.	17,622	127
Bakersfield, Cal.	17,229	128
Fort Myers–Cape Coral, Fla.	17,212	129
McAllen–Edinburg–Mission, Tex.	16,906	130
Pensacola, Fla.	16,830	131
Charleston, S.C.	16,684	132
Ocala, Fla.	16,653	133
Visalia–Tulare–Porterville, Cal.	16,064	134
Green Bay, Wisc.	15,889	135
Lakeland–Winter Haven, Fla.	15,700	136
Shreveport, La.	15,503	137
Santa Rosa–Petaluma, Cal.	15,439	138
Aurora–Elgin, Ill.	15,060	139
Brownsville–Harlingen, Tex.	14,994	140
Portsmouth–Dover–Rochester, N.H.	14,943	141
Melbourne–Titusville–Palm Bay, Fla.	14,940	142
Lancaster, Pa.	14,885	143
Reading, Pa.	14,838	144
Utica–Rome, N.Y.	14,798	145
Reno, Nev.	14,568	146
Laredo, Tex.	14,558	147
Spokane, Wash.	14,447	148
Odessa, Tex.	14,172	149
Lafayette, La.	14,083	150
Total Top 150	**10,000,309**	
Orange County, N.Y.	13,954	151
Vallejo–Fairfield–Napa, Cal.	13,851	152
Springfield, Mo.	13,785	153
Santa Cruz, Cal.	13,699	154
Fort Wayne, Ind.	13,696	155
Gainesville, Fla.	13,490	156
Johnson City–Kingsport–Bristol, Tenn.	13,393	157
York, Pa.	13,390	158
Lubbock, Tex.	13,376	159
Rockford, Ill.	13,349	160
Ann Arbor, Mich.	13,342	161
Montgomery, Ala.	13,219	162
Davenport–Rock Island–Moline, Iowa–Ill.	13,090	163
Midland, Tex.	13,041	164
Charleston, W.Va.	12,957	165
New London–Norwich, Conn.	12,916	166
Jackson, Miss.	12,800	167
Roanoke, Va.	12,787	168
Savannah, Ga.	12,658	169
Sarasota, Fla.	12,201	170
Boulder–Longmont, Colo.	12,143	171
Fort Pierce, Fla.	11,964	172
Huntington–Ashland, W.Va.–Ky.	11,710	173
Naples, Fla.	11,693	174
Fort Walton Beach, Fla.	11,476	175
Duluth, Minn.	11,180	176
Champaign–Urbana–Rantoul, Ill.	10,960	177
Killeen–Temple, Tex.	10,887	178
Huntsville, Ala.	10,562	179
Erie, Pa.	10,529	180
Columbus, Ga.	10,427	181
Altoona, Pa.	10,413	182
Lorain–Elyria, Ohio	10,404	183
Portland, Me.	10,279	184
Joliet, Ill.	10,124	185
Bradenton, Fla.	9,739	186
Lake Charles, La.	9,615	187
Asheville, N.C.	9,534	188
Longview–Marshall, Tex.	9,486	189
Tallahassee, Fla.	9,353	190
Wichita Falls, Tex.	9,280	191
Wheeling, W.Va.	8,988	192
La Crosse, Wisc.	8,941	193
Bellingham, Wash.	8,890	194
Waterloo–Cedar Falls, Iowa	8,692	195
Boise, Ida.	8,612	196
Biloxi–Gulfport, Miss.	8,602	197
Muncie, Ind.	8,373	198
Salem, Ore.	8,288	199
Racine, Wisc.	8,236	200
Total Top 200	**10,864,488**	
Tyler, Tex.	8,124	201
Hickory, N.C.	8,021	202
Albany, Ga.	8,017	203
Amarillo, Tex.	7,950	204
Eugene–Springfield, Ore.	7,939	205
Abilene, Tex.	7,837	206
Waco, Tex.	7,824	207
Rochester, Minn.	7,812	208
Athens, Ga.	7,735	209
Lima, Ohio	7,663	210
Fort Collins–Loveland, Colo.	7,643	211
Eau Claire, Wisc.	7,642	212
Lynchburg, Va.	7,604	213
Hamilton–Middletown, Ohio	7,467	214
Decatur, Ill.	7,408	215
Vancouver, Wash.	7,286	216
Beaver County, Pa.	7,266	217
Yuba City, Cal.	7,232	218
San Angelo, Tex.	7,205	219
Billings, Mont.	7,189	220
Houma–Thibodaux, La.	7,127	221
Galveston–Texas City, Tex.	7,031	222
Parkersburg–Marietta, W.Va.–Ohio	6,961	223
Sioux City, Iowa	6,941	224
Great Falls, Mont.	6,927	225
Binghamton, N.Y.	6,893	226
Muskegon, Mich.	6,883	227
Joplin, Mo.	6,877	228
Redding, Cal.	6,718	229
Terre Haute, Ind.	6,691	230
Jackson, Mich.	6,690	231
Richland–Kennewick–Pasco, Wash.	6,657	232
Burlington, Vt.	6,549	233
Florence, S.C.	6,504	234
Monroe, La.	6,474	235
Cedar Rapids, Iowa	6,466	236
Brazoria, Tex.	6,379	237
Niagara Falls, N.Y.	6,373	238
Anderson, Ind.	6,240	239
Poughkeepsie, N.Y.	6,197	240
Burlington, N.C.	6,173	241
Provo–Orem, Utah	6,141	242
Elkhart–Goshen, Ind.	6,128	243
Merced, Cal.	6,107	244
Vineland–Millville–Bridgeton, N.J.	6,098	245
Dothan, Ala.	6,040	246
Texarkana, Tex.–Ark.	6,021	247
Fort Smith, Ark.	5,975	248
Olympia, Wash.	5,920	249
Fargo–Moorhead, N.D.–Minn.	5,912	250
Total Top 250	**10,911,640**	
Medford, Ore.	5,899	251
Owensboro, Ky.	5,803	252
Cumberland, Md.	5,770	253
Bloomington–Normal, Ill.	5,758	254
Pueblo, Colo.	5,736	255
Lawton, Okla.	5,599	256
Topeka, Kans.	5,549	257
Fayetteville–Springdale, Ark.	5,513	258
Pittsfield, Mass.	5,507	259
Chico, Cal.	5,477	260
Sharon, Pa.	5,476	261
Jackson, Tenn.	5,388	262
Panama City, Fla.	5,334	263
Charlottesville, Va.	5,278	264
Bloomington, Ind.	5,216	265
Greeley, Colo.	5,209	266
Jacksonville, N.C.	5,138	267
Florence, Ala.	5,134	268
Battle Creek, Mich.	5,123	269
Yakima, Wash.	5,123	270
Bremerton, Wash.	5,108	271
Johnstown, Pa.	5,081	272
Kokomo, Ind.	5,081	272
Sioux Falls, S.D.	5,066	274
Bangor, Me.	5,060	275
St. Joseph, Mo.	4,994	276
Sherman–Denison, Tex.	4,993	277
Rapid City, S.D.	4,961	278
Dubuque, Iowa	4,957	279
Victoria, Tex.	4,952	280
Mansfield, Ohio	4,948	281
Williamsport, Pa.	4,937	282
Kenosha, Wisc.	4,925	283
Steubenville–Weirton, Ohio–W.Va.	4,899	284
Clarksville–Hopkinsville, Tenn.–Ky.	4,851	285
Janesville–Beloit, Wisc.	4,833	286
Hagerstown, Md.	4,811	287
Bryan–College Station, Tex.	4,735	288
Anderson, S.C.	4,678	289
Glens Falls, N.Y.	4,674	290
Lincoln, Neb.	4,656	291
State College, Pa.	4,550	292
Jamestown–Dunkirk, N.Y.	4,503	293
Santa Fe, N.M.	4,448	294
Benton Harbor, Mich.	4,297	295
Tuscaloosa, Ala.	4,290	296
Alexandria, La.	4,184	297
Wilmington, N.C.	4,120	298
Decatur, Ala.	4,076	299
Lafayette–West Lafayette, Ind.	3,972	300
Kankakee, Ill.	3,926	301
Enid, Okla.	3,838	302
Grand Forks, N.D.	3,699	303
Anniston, Ala.	3,613	304
Pascagoula, Miss.	3,522	305
Pine Bluff, Ark.	3,429	306
Gadsden, Ala.	3,417	307
Bismarck, N.D.	3,371	308
Elmira, N.Y.	3,228	309
Danville, Va.	3,215	310
Wausau, Wisc.	3,060	311
Sheboygan, Wisc.	2,896	312
Lewiston–Auburn, Me.	2,726	313
Cheyenne, Wyo.	2,590	314
Columbia, Mo.	2,465	315
Iowa City, Iowa	2,425	316
Casper, Wyo.	2,360	317
Las Cruces, N.M.	2,194	318
Lawrence, Kans.	1,961	319
Total Above Areas	**11,220,390**	
Percent of U.S.	**87.2266**	
U.S. Total	**12,868,408**	

Audio Equipment, Musical Instrument, and Supply Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	1,319,406	1
New York, N.Y.	1,068,508	2
Chicago, Ill.	684,195	3
Washington, D.C.	563,786	4
Nassau–Suffolk, N.Y.	472,512	5
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	426,038	6
Philadelphia, Pa.	385,903	7
Detroit, Mich.	371,388	8
Atlanta, Ga.	311,401	9
San Jose, Cal.	310,767	10
Houston, Tex.	285,620	11
San Diego, Cal.	284,330	12
San Francisco, Cal.	283,380	13
Oakland, Cal.	262,463	14
Indianapolis, Ind.	262,006	15
Dallas, Tex.	236,864	16
Minneapolis–St. Paul, Minn.	226,471	17
Baltimore, Md.	216,909	18
St. Louis, Mo.	211,927	19
Anaheim–Santa Ana, Cal.	204,986	20
Santa Barbara–Santa Maria–Lompoc, Cal.	198,684	21
Phoenix, Ariz.	194,112	22
Seattle, Wash.	193,146	23
Miami–Hialeah, Fla.	191,842	24
Bergen–Passaic, N.J.	190,248	25
Tampa–St. Petersburg–Clearwater, Fla.	187,493	26
Newark, N.J.	182,897	27
Denver, Colo.	171,043	28
Riverside–San Bernardino, Cal.	167,760	29
Columbus, Ohio	158,826	30
Madison, Wisc.	152,154	31
Sacramento, Cal.	150,401	32
Cleveland, Ohio	147,906	33
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	147,745	34
Norfolk–Virginia Beach–Newport News, Va.	142,432	35
Pittsburgh, Pa.	[illegible],654	36
Kansas City, Mo.–Kans.	131,516	37
Cincinnati, Ohio	131,058	38
Middlesex–Somerset–Hunterdon, N.J.	130,763	39
Hartford–New Britain–Middletown–Bristol, Conn.	126,593	40
Milwaukee, Wisc.	126,331	41
Portland, Ore.	124,788	42
Terre Haute, Ind.	124,346	43
Albany–Schenectady–Troy, N.Y.	124,150	44
New Orleans, La.	119,333	45
Nashville, Tenn.	119,282	46
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	110,305	47
Fort Worth–Arlington, Tex.	109,549	48
New Haven–Waterbury–Meriden, Conn.	107,147	49
Rochester, N.Y.	101,989	50
Total Top 50	**12,786,553**	
Oklahoma City, Okla.	100,704	51
Memphis, Tenn.	100,057	52
Orlando, Fla.	95,990	53
Raleigh–Durham, N.C.	95,537	54
San Antonio, Tex.	95,447	55
Salt Lake City–Ogden, Utah	92,425	56
Greensboro–Winston-Salem–High Point, N.C.	87,148	57
Bridgeport–Stamford–Norwalk–Danbury, Conn.	83,337	58
Louisville, Ky.	79,775	59
Richmond–Petersburg, Va.	78,441	60
Greenville–Spartanburg, S.C.	77,273	61
Monmouth–Ocean, N.J.	73,658	62
Birmingham, Ala.	72,911	63
Manchester–Nashua, N.H.	72,608	64
Buffalo, N.Y.	70,817	65
Toledo, Ohio	70,090	66
West Palm Beach–Boca Raton–Delray Beach, Fla.	69,677	67
Providence–Pawtucket–Woonsocket, R.I.	68,117	68
Knoxville, Tenn.	67,111	69
St. Cloud, Minn.	65,945	70
Syracuse, N.Y.	65,776	71
Wilmington, Del.	64,456	72
Dayton–Springfield, Ohio	63,118	73
Austin, Tex.	62,046	74
Grand Rapids, Mich.	61,886	75
Tulsa, Okla.	59,778	76
Akron, Ohio	59,241	77
Tucson, Ariz.	58,841	78
Springfield, Mass.	58,727	79
Las Vegas, Nev.	58,642	80
Honolulu, Hawaii	58,229	81
Omaha, Neb.	57,440	82
Charleston, S.C.	57,050	83
Oxnard–Ventura, Cal.	56,618	84
Baton Rouge, La.	55,269	85
Albuquerque, N.M.	52,371	86
Tacoma, Wash.	51,681	87
Jacksonville, Fla.	51,448	88
Fayetteville, N.C.	49,227	89
Lansing–East Lansing, Mich.	48,242	90
Lake County, Ill.	47,725	91
Ann Arbor, Mich.	46,732	92
Huntington–Ashland, W.Va.–Ky.	45,661	93
Columbia, S.C.	45,023	94
Colorado Springs, Colo.	44,761	95
Fresno, Cal.	43,919	96
Worcester–Fitchburg–Leominster, Mass.	42,239	97
Chattanooga, Tenn.	42,215	98
Allentown–Bethlehem, Pa.	41,827	99
Harrisburg–Lebanon–Carlisle, Pa.	41,703	100
Total Top 100	**16,099,675**	
Scranton–Wilkes-Barre, Pa.	41,323	101
Lexington-Fayette, Ky.	40,102	102
Gary–Hammond, Ind.	39,530	103
Wichita, Kans.	39,439	104
Spokane, Wash.	39,323	105
Mobile, Ala.	39,115	106
Des Moines, Iowa	38,576	107
New Bedford–Fall River–Attleboro, Mass.	38,034	108
Little Rock–North Little Rock, Ark.	37,771	109
Saginaw–Bay City–Midland, Mich.	37,751	110
Augusta, Ga.	37,504	111
Johnson City–Kingsport–Bristol, Tenn.	36,200	112
Jackson, Miss.	36,109	113
Stockton, Cal.	35,459	114
Fort Wayne, Ind.	34,332	115
Trenton, N.J.	34,242	116
Charlottesville, Va.	33,873	117
Kalamazoo, Mich.	33,734	118
Lancaster, Pa.	33,421	119
Youngstown–Warren, Ohio	33,228	120
El Paso, Tex.	33,152	121
Santa Rosa–Petaluma, Cal.	32,782	122
Atlantic City, N.J.	32,523	123
Canton, Ohio	32,489	124
Fort Myers–Cape Coral, Fla.	32,311	125
Melbourne–Titusville–Palm Bay, Fla.	32,007	126
Reno, Nev.	31,792	127
Salinas–Seaside–Monterey, Cal.	31,693	128
Bakersfield, Cal.	31,513	129
Vallejo–Fairfield–Napa, Cal.	31,142	130
Huntsville, Ala.	31,055	131
Reading, Pa.	29,923	132
Orange County, N.Y.	29,905	133
Corpus Christi, Tex.	28,937	134
Evansville, Ind.	28,767	135
Poughkeepsie, N.Y.	28,421	136
McAllen–Edinburg–Mission, Tex.	27,887	137
Flint, Mich.	27,707	138
Portsmouth–Dover–Rochester, N.H.	27,508	139
Davenport–Rock Island–Moline, Iowa–Ill.	27,430	140
Roanoke, Va.	27,211	141
Modesto, Cal.	27,049	142
Macon–Warner Robins, Ga.	26,853	143
South Bend–Mishawaka, Ind.	26,802	144
Sarasota, Fla.	26,202	145
Binghamton, N.Y.	26,144	146
Shreveport, La.	26,067	147
Daytona Beach, Fla.	25,768	148
Appleton–Oshkosh–Neenah, Wisc.	25,636	149
New London–Norwich, Conn.	25,333	150
Total Top 150	**17,610,782**	
Laredo, Tex.	25,227	151
Tallahassee, Fla.	25,078	152
Charleston, W.Va.	24,799	153
Lafayette, La.	24,762	154
Columbus, Ga.	24,643	155
Jersey City, N.J.	24,609	156
Beaumont–Port Arthur, Tex.	24,594	157
York, Pa.	24,593	158
Aurora–Elgin, Ill.	24,239	159
Anchorage, Alas.	23,979	160
Springfield, Ill.	23,883	161
Peoria, Ill.	23,766	162
Rockford, Ill.	23,741	163
Champaign–Urbana–Rantoul, Ill.	23,235	164
Portland, Me.	22,540	165
Lakeland–Winter Haven, Fla.	22,197	166
Killeen–Temple, Tex.	21,961	167
Waco, Tex.	21,518	168
Springfield, Mo.	21,102	169
Boulder–Longmont, Colo.	21,066	170
Eugene–Springfield, Ore.	21,039	171
Naples, Fla.	21,000	172
Gainesville, Fla.	20,619	173
Green Bay, Wisc.	20,607	174
Bradenton, Fla.	20,407	175
Fort Pierce, Fla.	20,251	176
Pensacola, Fla.	20,069	177
Amarillo, Tex.	19,972	178
Savannah, Ga.	19,116	179
Asheville, N.C.	18,911	180
Duluth, Minn.	18,820	181
Lincoln, Neb.	18,764	182
Provo–Orem, Utah	18,694	183
Lubbock, Tex.	18,312	184
Erie, Pa.	18,046	185
Muncie, Ind.	17,967	186
Fargo–Moorhead, N.D.–Minn.	17,736	187
Brownsville–Harlingen, Tex.	17,627	188
Santa Cruz, Cal.	17,416	189
Lima, Ohio	17,166	190
Salem, Ore.	17,138	191
Utica–Rome, N.Y.	17,131	192
Odessa, Tex.	16,841	193
Hickory, N.C.	16,583	194
Fort Walton Beach, Fla.	16,437	195
Decatur, Ill.	16,320	196
Montgomery, Ala.	16,292	197
Chico, Cal.	16,281	198
Ocala, Fla.	16,184	199
Joliet, Ill.	15,964	200
Total Top 200	**18,629,986**	
Lake Charles, La.	15,402	201
Biloxi–Gulfport, Miss.	15,208	202
Fort Collins–Loveland, Colo.	14,784	203
Lorain–Elyria, Ohio	14,567	204
Wheeling, W.Va.	14,470	205
Abilene, Tex.	14,459	206
La Crosse, Wisc.	14,357	207
Cedar Rapids, Iowa	14,119	208
Wichita Falls, Tex.	13,979	209
Panama City, Fla.	13,843	210
Longview–Marshall, Tex.	13,773	211
Burlington, Vt.	13,656	212
Topeka, Kans.	13,491	213
San Angelo, Tex.	13,319	214
Mansfield, Ohio	13,121	215
Lynchburg, Va.	13,117	216
Rochester, Minn.	13,045	217
Billings, Mont.	12,750	218
Niagara Falls, N.Y.	12,629	219
Midland, Tex.	12,466	220
Monroe, La.	12,435	221
Clarksville–Hopkinsville, Tenn.–Ky.	12,417	222
Vancouver, Wash.	12,259	223
Anderson, Ind.	12,118	224
Sioux Falls, S.D.	12,055	225
Eau Claire, Wisc.	12,004	226
Visalia–Tulare–Porterville, Cal.	11,983	227
Houma–Thibodaux, La.	11,950	228
Wilmington, N.C.	11,876	229
Olympia, Wash.	11,615	230
Bloomington–Normal, Ill.	11,581	231
Grand Forks, N.D.	11,548	232
State College, Pa.	11,445	233
Fort Smith, Ark.	11,387	234
Hamilton–Middletown, Ohio	11,356	235
Boise, Ida.	11,247	236
Racine, Wisc.	11,246	237
Dothan, Ala.	11,227	238
Elkhart–Goshen, Ind.	11,162	239
Kokomo, Ind.	11,097	240
Jacksonville, N.C.	10,991	241
Janesville–Beloit, Wisc.	10,972	242
Bangor, Me.	10,783	243
Pittsfield, Mass.	10,737	244
Tyler, Tex.	10,686	245
Bryan–College Station, Tex.	10,586	246
Iowa City, Iowa	10,489	247
Great Falls, Mont.	10,470	248
Beaver County, Pa.	10,460	249
Texarkana, Tex.–Ark.	10,454	250
Total Top 250	**19,247,172**	
Lafayette–West Lafayette, Ind.	10,449	251
Athens, Ga.	10,427	252
Johnstown, Pa.	10,368	253
Hagerstown, Md.	10,293	254
Redding, Cal.	10,082	255
Waterloo–Cedar Falls, Iowa	10,001	256
Parkersburg–Marietta, W.Va.–Ohio	9,882	257
Bismarck, N.D.	9,872	258
Albany, Ga.	9,806	259
Galveston–Texas City, Tex.	9,783	260
Anderson, S.C.	9,769	261
Sioux City, Iowa	9,742	262
Jackson, Tenn.	9,704	263
Altoona, Pa.	9,697	264
Tuscaloosa, Ala.	9,341	265
Williamsport, Pa.	9,222	266
Brazoria, Tex.	9,036	267
Pueblo, Colo.	9,031	268
Steubenville–Weirton, Ohio–W.Va.	9,000	269
Bellingham, Wash.	8,870	270
Medford, Ore.	8,859	271
Florence, S.C.	8,832	272
Yakima, Wash.	8,800	273
Burlington, N.C.	8,777	274
Merced, Cal.	8,772	275
Elmira, N.Y.	8,744	276
Glens Falls, N.Y.	8,651	277
Owensboro, Ky.	8,553	278
Rapid City, S.D.	[illegible]	279
Santa Fe, N.M.	8,518	280
Dubuque, Iowa	8,508	281
Fayetteville–Springdale, Ark.	8,436	282
Florence, Ala.	8,431	283
Cheyenne, Wyo.	8,327	284
Vineland–Millville–Bridgeton, N.J.	8,299	285
Alexandria, La.	8,244	286
Bremerton, Wash.	8,219	287
Joplin, Mo.	8,033	288
Richland–Kennewick–Pasco, Wash.	8,018	289
Bloomington, Ind.	7,965	290
Columbia, Mo.	7,887	291
Muskegon, Mich.	7,740	292
Lawrence, Kans.	7,720	293
Kenosha, Wisc.	7,407	294
Casper, Wyo.	7,342	295
Greeley, Colo.	7,094	296
Jamestown–Dunkirk, N.Y.	7,012	297
Anniston, Ala.	6,866	298
Sheboygan, Wisc.	6,741	299
Jackson, Mich.	6,711	300
Lawton, Okla.	6,689	301
Battle Creek, Mich.	6,511	302
Gadsden, Ala.	6,240	303
Pascagoula, Miss.	6,214	304
Kankakee, Ill.	6,192	305
Enid, Okla.	6,164	306
Yuba City, Cal.	6,154	307
Cumberland, Md.	6,073	308
Sherman–Denison, Tex.	5,880	309
Lewiston–Auburn, Me.	5,859	310
Decatur, Ala.	5,757	311
Danville, Va.	5,574	312
St. Joseph, Mo.	5,519	313
Wausau, Wisc.	5,451	314
Las Cruces, N.M.	5,358	315
Victoria, Tex.	5,193	316
Pine Bluff, Ark.	4,780	317
Sharon, Pa.	4,589	318
Benton Harbor, Mich.	4,326	319
Total Above Areas	**19,792,110**	
Percent of U.S.	**89.7861**	
U.S. Total	**22,043,996**	

Home Computer and Calculator Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	258,359	1
New York, N.Y.	183,252	2
Chicago, Ill.	156,960	3
Washington, D.C.	156,800	4
Atlanta, Ga.	92,800	5
Philadelphia, Pa.	90,399	6
Nassau–Suffolk, N.Y.	83,750	7
Detroit, Mich.	80,890	8
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	76,633	9
San Jose, Cal.	69,663	10
Miami–Hialeah, Fla.	69,623	11
San Diego, Cal.	65,409	12
Minneapolis–St. Paul, Minn.	64,082	13
Houston, Tex.	62,511	14
San Francisco, Cal.	61,410	15
Phoenix, Ariz.	58,935	16
Dallas, Tex.	55,473	17
Oakland, Cal.	54,909	18
Baltimore, Md.	50,566	19
Tampa–St. Petersburg–Clearwater, Fla.	49,690	20
Bergen–Passaic, N.J.	43,702	21
Newark, N.J.	41,483	22
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	40,952	23
Pittsburgh, Pa.	40,061	24
Portland, Ore.	37,502	25
Hartford–New Britain–Middletown–Bristol, Conn.	36,969	26
St. Louis, Mo.	36,472	27
Norfolk–Virginia Beach–Newport News, Va.	36,076	28
Middlesex–Somerset–Hunterdon, N.J.	35,136	29
Riverside–San Bernardino, Cal.	32,823	30
Columbus, Ohio	32,642	31
Denver, Colo.	32,645	32
Milwaukee, Wisc.	32,592	33
Seattle, Wash.	32,582	34
Anaheim–Santa Ana, Cal.	32,067	35
Cleveland, Ohio	31,769	36
Kansas City, Mo.–Kans.	30,297	37
Oklahoma City, Okla.	29,500	38
Indianapolis, Ind.	29,345	39
Fort Worth–Arlington, Tex.	26,381	40
Salt Lake City–Ogden, Utah	24,989	41
Bridgeport–Stamford–Norwalk–Danbury, Conn.	23,791	42
Omaha, Neb.	23,670	43
Sacramento, Cal.	23,243	44
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	22,537	45
Greensboro–Winston-Salem–High Point, N.C.	22,243	46
San Antonio, Tex.	22,021	47
West Palm Beach–Boca Raton–Delray Beach, Fla.	21,945	48
Louisville, Ky.	21,109	49
Memphis, Tenn.	20,928	50
Total Top 50	**2,739,486**	
Cincinnati, Ohio	20,495	51
Rochester, N.Y.	18,082	52
Buffalo, N.Y.	18,071	53
Orlando, Fla.	17,976	54
Albany–Schenectady–Troy, N.Y.	17,880	55
New Orleans, La.	17,873	56
Lansing–East Lansing, Mich.	17,728	57
Fort Wayne, Ind.	17,157	58
Toledo, Ohio	16,912	59
Jacksonville, Fla.	16,330	60
Monmouth–Ocean, N.J.	15,988	61
Providence–Pawtucket–Woonsocket, R.I.	15,543	62
Allentown–Bethlehem, Pa.	14,848	63
Raleigh–Durham, N.C.	14,695	64
Grand Rapids, Mich.	14,153	65
Des Moines, Iowa	14,107	66
Austin, Tex.	13,715	67
New Haven–Waterbury–Meriden, Conn.	13,701	68
Birmingham, Ala.	13,660	69
Dayton–Springfield, Ohio	13,212	70
Lake County, Ill.	13,070	71
Las Vegas, Nev.	12,991	72
Greenville–Spartanburg, S.C.	12,947	73
Oxnard–Ventura, Cal.	12,841	74
Knoxville, Tenn.	12,659	75
Laredo, Tex.	12,571	76
Little Rock–North Little Rock, Ark.	12,513	77
Richmond–Petersburg, Va.	12,429	78
Nashville, Tenn.	11,785	79
Syracuse, N.Y.	11,263	80
Harrisburg–Lebanon–Carlisle, Pa.	11,248	81
Madison, Wisc.	11,020	82
Tucson, Ariz.	11,000	83
Honolulu, Haw.	10,866	84
Wilmington, Del.	10,852	85
Tacoma, Wash.	9,936	86
Wichita, Kans.	9,609	87
Charleston, S.C.	9,319	88
South Bend–Mishawaka, Ind.	9,194	89
Manchester–Nashua, N.H.	9,179	90
Chattanooga, Tenn.	9,145	91
Trenton, N.J.	9,081	92
Corpus Christi, Tex.	9,036	93
Baton Rouge, La.	8,889	94
Fresno, Cal.	8,822	95
Evansville, Ind.	8,695	96
Youngstown–Warren, Ohio	8,638	97
Tulsa, Okla.	8,618	98
Santa Rosa–Petaluma, Cal.	8,605	99
Columbia, S.C.	8,599	100
Total Top 100	**3,397,220**	
Santa Barbara–Santa Maria–Lompoc, Cal.	8,376	101
Scranton–Wilkes-Barre, Pa.	8,275	102
Huntington–Ashland, W.Va.–Ky.	8,150	103
Salinas–Seaside–Monterey, Cal.	8,121	104
Davenport–Rock Island–Moline, Iowa–Ill.	8,086	105
Erie, Pa.	8,023	106
Sarasota, Fla.	8,012	107
Springfield, Mass.	7,911	108
Lexington-Fayette, Ky.	7,845	109
Mobile, Ala.	7,767	110
Flint, Mich.	7,694	111
Worcester–Fitchburg–Leominster, Mass.	7,529	112
Akron, Ohio	7,476	113
Tallahassee, Fla.	7,406	114
Vallejo–Fairfield–Napa, Cal.	7,309	115
Albuquerque, N.M.	7,246	116
Peoria, Ill.	7,197	117
Gary–Hammond, Ind.	7,153	118
Ann Arbor, Mich.	7,008	119
Orange County, N.Y.	6,841	120
Stockton, Cal.	6,525	121
Atlantic City, N.J.	6,481	122
Reno, Nev.	6,470	123
Springfield, Ill.	6,366	124
Bakersfield, Cal.	6,297	125
Augusta, Ga.	6,221	126
Daytona Beach, Fla.	6,197	127
Columbus, Ga.	6,149	128
Salem, Ore.	6,132	129
Fort Myers–Cape Coral, Fla.	6,093	130
Spokane, Wash.	6,011	131
Binghamton, N.Y.	5,944	132
Shreveport, La.	5,881	133
Canton, Ohio	5,630	134
McAllen–Edinburg–Mission, Tex.	5,559	135
Poughkeepsie, N.Y.	5,489	136
Rockford, Ill.	5,401	137
New London–Norwich, Conn.	5,389	138
Champaign–Urbana–Rantoul, Ill.	5,341	139
Santa Cruz, Cal.	5,292	140
Portsmouth–Dover–Rochester, N.H.	5,238	141
Pensacola, Fla.	5,197	142
Fayetteville, N.C.	5,172	143
Roanoke, Va.	5,162	144
Kalamazoo, Mich.	5,145	145
Colorado Springs, Colo.	5,060	146
Aurora–Elgin, Ill.	5,043	147
Reading, Pa.	5,037	148
Jackson, Miss.	5,028	149
Johnson City–Kingsport–Bristol, Tenn.	5,004	150
Total Top 150	**3,720,609**	
Melbourne–Titusville–Palm Bay, Fla.	4,922	151
Lancaster, Pa.	4,820	152
Brownsville–Harlingen, Tex.	4,659	153
Ocala, Fla.	4,640	154
Eugene–Springfield, Ore.	4,636	155
Utica–Rome, N.Y.	4,615	156
New Bedford–Fall River–Attleboro, Mass.	4,460	157
Duluth, Minn.	4,349	158
Lafayette, La.	4,333	159
Odessa, Tex.	4,278	160
Gainesville, Fla.	4,230	161
Savannah, Ga.	4,223	162
Beaumont–Port Arthur, Tex.	4,136	163
El Paso, Tex.	4,095	164
Fort Pierce, Fla.	4,083	165
Lakeland–Winter Haven, Fla.	4,041	166
Burlington, Vt.	4,023	167
Sioux Falls, S.D.	3,949	168
Cedar Rapids, Iowa	3,844	169
San Angelo, Tex.	3,774	170
Athens, Ga.	3,689	171
Amarillo, Tex.	3,673	172
Huntsville, Ala.	3,666	173
Boulder–Longmont, Colo.	3,657	174
Modesto, Cal.	3,599	175
Portland, Me.	3,597	176
Macon–Warner Robins, Ga.	3,529	177
Lincoln, Neb.	3,512	178
Visalia–Tulare–Porterville, Cal.	3,501	179
Saginaw–Bay City–Midland, Mich.	3,476	180
Decatur, Ill.	3,398	181
St. Cloud, Minn.	3,282	182
York, Pa.	3,282	182
Hickory, N.C.	3,272	184
Provo–Orem, Utah	3,184	185
Charleston, W.Va.	3,160	186
Lubbock, Tex.	3,149	187
Joliet, Ill.	3,137	188
Vancouver, Wash.	3,124	189
Charlottesville, Va.	3,076	190
Fort Collins–Loveland, Colo.	2,957	191
Fort Walton Beach, Fla.	2,941	192
Terre Haute, Ind.	2,914	193
Anderson, Ind.	2,906	194
Wheeling, W.Va.	2,883	195
Waterloo–Cedar Falls, Iowa	2,855	196
Beaver County, Pa.	2,851	197
Longview–Marshall, Tex.	2,838	198
Montgomery, Ala.	2,785	199
Chico, Cal.	2,728	200
Total Top 200	**3,900,340**	
La Crosse, Wisc.	2,703	201
Rapid City, S.D.	2,694	202
Lorain–Elyria, Ohio	2,679	203
Springfield, Mo.	2,675	204
Lake Charles, La.	2,632	205
Waco, Tex.	2,617	206
Albany, Ga.	2,604	207
Parkersburg–Marietta, W.Va.–Ohio	2,594	208
Bloomington–Normal, Ill.	2,557	209
Boise, Ida.	2,550	210
Lafayette–West Lafayette, Ind.	2,442	211
Naples, Fla.	2,417	212
Jersey City, N.J.	2,400	213
Green Bay, Wisc.	2,386	214
Appleton–Oshkosh–Neenah, Wisc.	2,369	215
Hamilton–Middletown, Ohio	2,357	216
Tyler, Tex.	2,354	217
Bangor, Me.	2,346	218
Midland, Tex.	2,338	219
Wichita Falls, Tex.	2,319	220
Bloomington, Ind.	2,305	221
Fargo–Moorhead, N.D.–Minn.	2,297	222
Panama City, Fla.	2,281	223
Rochester, Minn.	2,281	223
Texarkana, Tex.–Ark.	2,268	225
Eau Claire, Wisc.	2,234	226
State College, Pa.	2,228	227
Williamsport, Pa.	2,216	228
Abilene, Tex.	2,206	229
Bryan–College Station, Tex.	2,195	230
Clarksville–Hopkinsville, Tenn.–Ky.	2,194	231
Topeka, Kans.	2,158	232
Hagerstown, Md.	2,140	233
Sioux City, Iowa	2,130	234
Asheville, N.C.	2,106	235
Iowa City, Iowa	2,078	236
Bradenton, Fla.	2,049	237
Killeen–Temple, Tex.	2,034	238
Johnstown, Pa.	2,023	239
Houma–Thibodaux, La.	2,019	240
Anchorage, Alas.	2,004	241
Muncie, Ind.	2,004	241
Racine, Wisc.	2,004	241
Niagara Falls, N.Y.	1,986	244
Redding, Cal.	1,985	245
Altoona, Pa.	1,980	246
Grand Forks, N.D.	1,938	247
Dubuque, Iowa	1,923	248
Janesville–Beloit, Wisc.	1,913	249
Fort Smith, Ark.	1,894	250
Total Top 250	**4,016,446**	
Mansfield, Ohio	1,877	251
Pittsfield, Mass.	1,860	252
Elkhart–Goshen, Ind.	1,855	253
Anderson, S.C.	1,836	254
Galveston–Texas City, Tex.	1,835	255
Merced, Cal.	1,823	256
Elmira, N.Y.	1,822	257
Owensboro, Ky.	1,789	258
Vineland–Millville–Bridgeton, N.J.	1,771	259
Jacksonville, N.C.	1,741	260
Dothan, Ala.	1,734	261
Burlington, N.C.	1,724	262
Richland–Kennewick–Pasco, Wash.	1,689	263
Bremerton, Wash.	1,684	264
Yakima, Wash.	1,674	265
Jackson, Mich.	1,671	266
Pueblo, Colo.	1,662	267
Cheyenne, Wyo.	1,656	268
Wilmington, N.C.	1,652	269
Florence, S.C.	1,639	270
Olympia, Wash.	1,639	270
Medford, Ore.	1,637	272
Yuba City, Cal.	1,635	273
Lima, Ohio	1,622	274
Casper, Wyo.	1,621	275
Florence, Ala.	1,616	276
Biloxi–Gulfport, Miss.	1,592	277
Monroe, La.	1,585	278
Muskegon, Mich.	1,576	279
Kokomo, Ind.	1,531	280
Jackson, Tenn.	1,505	281
Bismarck, N.D.	1,488	282
Wausau, Wisc.	1,483	283
Cumberland, Md.	1,476	284
Decatur, Ala.	1,470	285
Lawton, Okla.	1,467	286
Billings, Mont.	1,454	287
Sharon, Pa.	1,426	288
Battle Creek, Mich.	1,418	289
Tuscaloosa, Ala.	1,411	290
Great Falls, Mont.	1,407	291
Gadsden, Ala.	1,359	292
Alexandria, La.	1,357	293
Brazoria, Tex.	1,348	294
Kankakee, Ill.	1,334	295
St. Joseph, Mo.	1,287	296
Steubenville–Weirton, Ohio–W.Va.	1,287	296
Anniston, Ala.	1,285	298
Lawrence, Kans.	1,251	299
Lynchburg, Va.	1,248	300
Lewiston–Auburn, Me.	1,243	301
Jamestown–Dunkirk, N.Y.	1,220	302
Santa Fe, N.M.	1,214	303
Bellingham, Wash.	1,204	304
Joplin, Mo.	1,202	305
Kenosha, Wisc.	1,192	306
Las Cruces, N.M.	1,190	307
Sheboygan, Wisc.	1,179	308
Victoria, Tex.	1,114	309
Fayetteville–Springdale, Ark.	1,075	310
Columbia, Mo.	1,067	311
Greeley, Colo.	1,029	312
Glens Falls, N.Y.	996	313
Benton Harbor, Mich.	945	314
Danville, Va.	898	315
Pine Bluff, Ark.	869	316
Pascagoula, Miss.	793	317
Sherman–Denison, Tex.	768	318
Enid, Okla.	697	319
Total Above Areas	**4,115,180**	
Percent of U.S.	**93.2538**	
U.S. Total	**4,412,614**	